

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри педагогіки, іноземної
філології та перекладу

Протокол № 9 від 01.09. 2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



ПОГЛИБЛЕНЕ ВИВЧЕННЯ ІНОЗЕМНОЇ МОВИ ЗА ФАХОМ
робоча програма навчальної дисципліни (РПНД)

Галузь знань *всі*
Спеціальність усі *всі*
Освітній рівень *перший (бакалаврський)*
Освітня програма *всі*

Статус дисципліни *вибіркова*
Мова викладання, навчання та оцінювання *англійська*

Розробник:
доктор філософії, доцент

Тетяна ПОГОРЕЛОВА

В.о. завідувача кафедри педагогіки,
іноземної філології та перекладу

Тетяна ПОГОРЕЛОВА

Харків
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

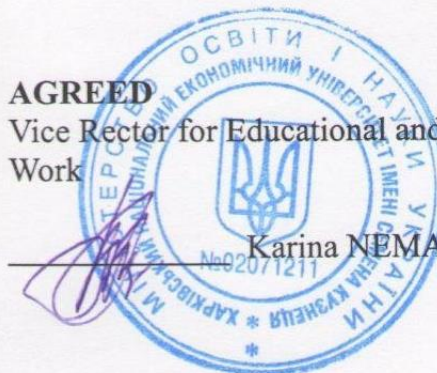
APPROVED

at the meeting of the Department of Pedagogy,
Foreign Philology and Translation
Protocol № 9 of 01.09.2023

AGREED

Vice Rector for Educational and Methodical
Work


Karina NEMASHKALO



**ADVANCED STUDY OF PROFESSIONAL FOREIGN LANGUAGE
Program of the course**

| | |
|--------------------|------------------|
| Field of knowledge | All |
| Specialty | All |
| Study cycle | first (Bachelor) |
| Study programme | All |

Course status **selective**

Language **English**

Developer:

Associate prof. of the Department of Pedagogy,
Foreign Philology and Translation



Tetiana POHORIELOVA

Acting Head of Department of Pedagogy,
Foreign Philology and Translation

Tetiana POHORIELOVA

**Kharkiv
2023**

INTRODUCTION

The program of the course “Advanced Study of Professional Foreign Language” is compiled according to the study programme of preparation of bachelors. The course belongs to the cycle of elective educational units of bachelor’s training.

The purpose of the course “Advanced Study of Professional Foreign Language” is to study and consolidate the main professional concepts and categories in a foreign language and to master oral and written professional communication in an intercultural environment.

The objectives of the course are:

enhancing professional and communicative competencies;

using the language fluently and effectively in oral and written communication;

using the language skills necessary to understand the topic, conducting discussions and expressing one's opinion;

using the acquired knowledge and skills in the workplace and real life.

The subject of the course is foreign language communication, which is optimised in real-time speech practices and various professional (business) situations to form a holistic and personalised image of the world and develop the student's creative activity and autonomy as a linguistic personality.

The object of the course is the development of intercultural communicative competence in the context of professional communication.

The learning outcomes and competencies formed by the course are given in Table 1.

Learning outcomes and competencies formed by the course

Table 1.

| Learning outcomes | Competences |
|--|---|
| Knowledge of lexical units of a professional orientation | Ability to communicate in the professional sphere. Ability to search and analyse information from various sources in the professional field. Ability to understand texts that unfold in a particular context and use professional interaction patterns or communication models. |

| | |
|--|--|
| <p>Fluent oral and written communication in a foreign language at a professional level</p> | <p>Ability to conduct a professional discussion on problems of different natures, argue one's position and respect opponents and their points of view, complying with the requirements of coherence, logical organisation and rhetorical effectiveness of statements of a professional nature.</p> |
|--|--|

COURSE CONTENT

Content module 1. Enterprise in a market environment

Topic 1. The activity of the enterprise in market conditions.

General characteristics of enterprises. Functions, goals, and tasks of the enterprise in the market environment. Structure of production of the enterprise. The essence of entrepreneurship.

Topic 2. Information and telecommunication technologies and systems in marketing.

Network technologies for solving marketing problems. Local and global networks. Internet and Intranet. Customer relationship management. Prospects for the development of information technologies in marketing. Drafting letters: letters of request for information.

Topic 3. Development and promotion of corporate culture within the organisation.

The essence and main stages of the communication process. Fundamentals of the formation and strengthening of corporate culture. Ethics of business relations. Business etiquette. Writing a response to a request.

Topic 4. The product and its commercial characteristics.

Product characteristics, product competitiveness. Brands, brand policy, and product positioning in the market. Writing a memo.

Topic 5. Enterprise strategy.

The essence of the company's strategy. Quality of the company's products. Competitiveness of the enterprise: concepts, factors and reserves. Writing an e-mail.

Topic 6. Prospects for the development of the enterprise.

Primary factors of the external environment, main factors of the internal environment.

Topic 7. Establishment and operation of the enterprise.

Choosing the location of the enterprise. The concentration of production and the size of enterprises. Specialisation of production. Functioning of enterprises in the market environment. Making an appointment for a meeting.

Topic 8. The process of recruitment and selection of the organisation's personnel.

Personnel marketing. Recruitment and its types. Recruitment and selection procedure. Self-marketing and its focus. Resume writing procedure. Writing a letter of invitation to a job interview.

Content module 2. Factors of efficiency of the enterprise.

Topic 9. Promotion of goods and services in the market.

Forms of promotion of goods and services in the market. Consumer stimulation. Characteristics, types and means of advertising. Summarizing negotiations using the method of proposals.

Topic 10. Prices and their functions in marketing.

Types of prices and features of their application. Pricing policy, strategy and tactics. Types of discounts and conditions for their application. Writing a report describing charts.

Topic 11. Insurance services: content and features.

Personal insurance. Corporate insurance. Content and procedure for concluding an insurance contract. Filling out a job application.

Topic 12. Managing conflicts with consumers (clients).

The essence of the conflict management process and its diagnosis. Conflict resolution technologies. Preventive diplomacy. Writing a letter in response to a consumer complaint.

Topic 13. Economic efficiency of the enterprise.

Indicators of economic efficiency of the enterprise. Efficiency of the use of individual resources of the enterprise. Efficiency of personnel use. Efficiency of investments.

Topic 14. Development of the creative potential of the enterprise.

Innovation policy. Innovation activity at the enterprise. Personnel development management. Formation, development and management of a business career. Summarising negotiations using the method of proposals.

Topic 15. Staff motivation and stimulation.

The essence of motivation. The complex system of personnel motivation, Types of labour stimulation and their main content. Writing a cover letter.

The list of practical (seminar) questions and tasks of the course is given in Table 2.

Table 2

List of practical tasks

| Name of the topic and/or task | Content |
|-------------------------------|--|
| Topic 1. | Designing a terminological glossary. Presentation. Carrying out individual and group tasks. |
| Topic 2. | Reading and discussion of texts on the topic, vocabulary and grammar testing. |
| Topic 3. | Designing a terminological glossary. Presentation. Carrying out individual and group tasks. |
| Topic 4. | Reading and discussion of texts on the topic, vocabulary and grammar testing. |
| Topic 5. | Role-play dialogues and language games on the topic |
| Topic 6. | Jigsaw reading. Debates and discussions |
| Topic 7. | Writing and formatting a business letter. Introduction to the letters of information, invitation letters, order letters and complaint letters of the marketing business. |
| Topic 8. | Mock business meetings. Business writing exercises. |
| Topic 9. | Negotiation simulations. |
| Topic 10. | Reading and discussion of texts on the topic, vocabulary and grammar testing. |
| Topic 11. | Designing a terminological glossary. Presentation. Carrying out individual and group tasks. |

| | |
|-----------|---|
| Topic 12. | Reading and discussion of texts on the topic, vocabulary and grammar testing. |
| Topic 13. | Negotiation simulations. |
| Topic 14. | Role-play dialogues and language games on the topic. |
| Topic 15. | Reading and discussion of texts on the topic, vocabulary and grammar testing. |

The list of self-study topics and tasks of the course is given in Table 3.

Table 3

List of self-study tasks

| Name of the topic and/or task | Contents |
|-------------------------------|--|
| Topic 1-15 | Writing and formatting a business letter. Introduction to the letters of information, invitation letters, order letters and complaint letters of the marketing business. |
| Topic 1-15 | Basic rules for making presentations and conducting business correspondence. Rules for writing a CV. |
| Topic 1-15 | Introduction to the rules of conducting and writing minutes of business meetings and business documentation. |
| Topic 1-15 | Organisation of discussions. Performing an individual task (presentation) |
| Topic 1-15 | Preparing for the final test |

The course's technological card gives the number of practical hours and hours for self-study.

TEACHING METHODS

In the process of teaching the course according to the communicative methods of teaching English, to activate the educational and cognitive activities of students, the use of blended learning technology is envisaged, both active and interactive educational technologies, including practical activities of a problematic nature (Topics 1-15), work in small groups (Topic 2,4,6,11,13,14), brainstorming (Topics 2-15), case method (Topics 1-15), presentations (Topic 8,15), introductory games (Topic 1-15), debates (Topics 2,5,7,8,10,12,15), discussions (Topics 1-15).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing students' learning outcomes.

Current control is carried out during practical classes and is aimed at checking the level of readiness of the student to perform a specific task and is evaluated by the number of points scored: for courses with a form of semester control as grading, the maximum amount is 100 points; the minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading, the final grade being the number of points received during the current control.

During the teaching of the course, the following control measures are used: Current control: practical tasks on topics (50 points), written test (20 points), independent work (20 points), and presentation (10 points).

Semester control: Grading.

The course's technological card provides more detailed information on the assessment system.

RECOMMENDED LITERATURE

Main

1. Barrall I. Intelligent Business. Workbook. Pre-Intermediate Business English / I. Barrall, N. Barrall. – Longman, 2006 – 96 p.
2. Borova, T. English for Business Analysts [Electronic resource] : textbook in 3 parts. Part 3 : Business Intelligent Tools / T. Borova, O. Milov ; Simon Kuznets Kharkiv National University of Economics. – E-text data (1,67 MB). – Kh. : S. Kuznets KhNUE, 2018. – 178 p. – Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/21467>
3. Johnson Ch. Intelligent Business. Coursebook. Pre-Intermediate Business English / Ch. Johnson. – Longman, 2006 – 176 p.

4. Pile L. Intelligent Business. Workbook. Intermediate Business English / L. Pile. – Longman, 2005. – 96 p.

5. Trappe T., Tullis G. Intelligent Business. Coursebook. Intermediate Business English / T. Trappe, G. Tullis. – Longman, 2005. – 176 p.

Additional

6. Borova T. English for Business Analysts [Electronic resource]: textbook In 3 parts. Part 2: Models and Methods/T. Borova, O. Milov; Simon Kuznets Kharkiv National University of Economics. E-text data (1,50 MB). Kharkiv: S. Kuznets KhNUE, 2017. 184 p. - Access mode:

<http://www.repository.hneu.edu.ua/handle/123456789/18972>

7. Борова Т. А. Іноземна мова академічної та професійної комунікації: практикум з англійської мови [Електронний ресурс] : навч. посіб. / Т. А. Борова, Р. М. Агаджанова, В. О. Петренко ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (840 КБ). - Харків : ХНЕУ ім. С. Кузнеця, 2020. - 102 с. - Загол. з титул. екрану. - Бібліогр.: с. 100-101 Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/23735>

8. Комунікація у професійній діяльності: методичні рекомендації до самостійної роботи студентів усіх спеціальностей другого (магістерського) рівня / уклад. Н. О. Бутковська, О. В. Дубцова, О. В. Іваніга. – Харків, 2021. – 48 с. (укр. мов., англ. мов.) Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/26650>

9. Corballis T. (2009) English for Management Studies in Higher Education Studies. Course Book / T. Corballis, W. Jennings – Garnet Education. 140 p

10. Evans V. (2018) Career Paths: Management II/ Virginia Evans, Jenny Dooley, Henry Brown. – Express Publishing. 80 p.

11. Taylor J. (2017) Career Paths: Business English / Jeff Zeter. – Express Publishing. 80 p.

Information resources

12. Поглиблене вивчення іноземної мови за фахом. – Сайт ПНС ім. С. Кузнеця – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=5068>; <https://pns.hneu.edu.ua/course/view.php?id=7400>

13. Business and Professional Communication Quarterly [Electronic Resource] – Excess Mode: <https://journals.sagepub.com/loi/bcqb>.