

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

ДІЛОВЕ СПІЛКУВАННЯ ІНОЗЕМНОЮ МОВОЮ
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:
викладач/ст. викладач
кафедри педагогіки, іноземної
філології та перекладу

/підписано КЕП/

Світлана ПРОСЯНИК

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

BUSINESS COMMUNICATION IN A 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:

Lecturer of the Department of Pedagogy,
Foreign Philology and Translation

/Digitally signed/

Svitlana PROSIANYK

Acting Head of Department of Pedagogy,
Foreign Philology and Translation

Tetiana POHORIELOVA

Kharkiv
2023

INTRODUCTION

The purpose of the educational discipline "Business Communication in a Foreign Language" is to study and consolidate the main concepts and categories of a foreign language as a study of professional communication in an intercultural environment.

The tasks of the academic discipline are:

- to form professional communicative competencies;
- to use language effectively in communication;
- to use the language skills necessary to understand the topic, conduct discussions and express one's opinion;
- to be able to use the acquired knowledge and skills at the workplace and in real life.

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

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

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 |
|---|--|
| <p>Using lexical units of a professional orientation: to have a sufficient range of speech to describe the subject of conversation clearly, to express points of view and to develop arguments without noticeable difficulties when searching for words, using complex syntactic forms.</p> <p>Communicating freely in a foreign language at a professional level is necessary for professional discussion and preparing analytical and research documents.</p> | <p>The ability to communicate in a foreign language.</p> <p>The ability to learn and master modern knowledge.</p> <p>The ability to communicate in the professional sphere.</p> <p>The ability to search, frame and analyse information from various sources in the professional field.</p> <p>The ability to conduct a professional discussion on the problems of international relations and international communications, to argue one's position, and to respect opponents and their points of view.</p> |
| <p>Choosing different language forms to use and transform them according to several</p> | |

| | |
|---|--|
| extralinguistic factors (specific individuals who use certain language units in the professional sphere). | |
| Using a foreign language to achieve specific functional goals depending on the characteristics of social and professional interaction: the situation, the status of the interlocutors and the addressee of the language, and other factors related to the pragmatics of business communication. | <p>The ability to work in an international context.</p> <p>The ability to create and organise effective communications in the management process.</p> <p>The ability to complete discourses, i.e. texts that unfold in a particular context, and use interaction patterns or communication models, complying with the requirements of coherence, logical organisation and rhetorical effectiveness of statements of a professional nature.</p> |
| Acknowledging the subject area and understanding of professional activity. | <p>Following modern requirements, the ability to set and solve tasks in the professional sphere in a foreign language.</p> <p>The ability to conduct a professional discussion on the problems of international relations and international communications.</p> |

COURSE CONTENT

Module 1. Man, science, employment.

Topic 1. The role of business communication in society

- 1.1. Development of the company's activities
- 1.2. Types of perception of intercultural differences. Leadership
- 1.3. Strategies of the company's activity.

Topic 2. Progressive technologies, development trends.

- 2.1 Priority ways of scientific and technical progress.
- 2.2. Types of professional communication.
- 2.3 Market development trends.

Topic 3. Man and employment.

- 3.1. Outsourcing.
- 3.2. Corporate activities of the company.
- 3.3. The role of business communication in employment.

Module 2. Financial control and marketing activities of companies.

Topic 4. Marketing and financial activities of companies.

- 4.1 Marketing strategies.
- 4.2. Financial activity and financial management.
- 4.3. Language strategies in professional activity.

Topic 5. Science and innovation.

- 5.1. Priority directions of scientific and technical progress.
- 5.2. Modern solutions in the logistics system.
- 5.3. Ideas and innovations.

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 | Contents |
|--|---|
| Topic 1. The role of business communication in society | Terminological glossary by specialty. Searching for equivalent corresponding native language terminology in lexicographical European and American sources). |
| Topic 2. Progressive technologies, development trends. | Reading and discussing texts on this topic, vocabulary and grammar testing. |
| Topic 3. Man and employment. | Terminological glossary by specialty. Searching for equivalent native language terminology in lexicographical databases European and American sources). |
| Topic 4. Marketing and financial activities of companies. | Reading and discussion of texts on this topic, vocabulary testing and grammar testing |
| Topic 5. Science and innovation. | Reading and discussion of texts on this topic, vocabulary testing 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. The role of business communication in society | Complete the tasks in written form. Translate the main text (for reading) into your native language. Use audio files. |
| Topic 2. Progressive technologies, development trends. | Complete the tasks in written form. Translate the main text (for reading) into your native language. Use audio files. |
| Topic 3. Man and employment. | Complete the tasks in written form. Translate the main text (for reading) into your native language. Use audio files. |
| Topic 4. Marketing and financial activities of companies. | Complete the tasks in written form. Translate the main text (for reading) into your native language. Use audio files. |
| Topic 5. Science and innovation. | Complete the tasks in written form. Translate the main text (for reading) into your native language. Use audio files. |

The course's work plan (technological card) gives the number of practical hours for self-study.

TEACHING AND LEARNING METHODS

In the process of teaching the course, to acquire specific learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Topic 1. The role of business communication in society. (Discussion of the main points of the topic, learning and mastering new vocabulary, brainstorming, etc.); Topic 2. Progressive technologies, development trends. (Discussion of the main points of the topic, learning and mastering new vocabulary, case study, work in small groups, etc.); Topic 3. Man and employment. (Discussion of the main points of the topic, learning and mastering new vocabulary, working in small groups, etc.); Topic 4. Marketing and financial activities of companies. (Discussion of the main points of the topic, learning and mastering new vocabulary, case study, brainstorming, etc.); Topic 5. Science and innovation. (Discussion of the main points of the topic, learning and mastering new vocabulary, working in small groups, etc.

FORMS AND METHODS OF ASSESSMENT

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

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job 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 a semester grading.

The final grade in the course is determined:

– For disciplines with a form of grading, the final grade is the number of points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: express tests (estimated at 5 points (two express tests during the semester – the total maximum number of points – 10)); competence-oriented tasks on topics (maximum score – 10 points (two competence-oriented tasks during the semester, total maximum number of points – 20)); presentation (maximum score – 5 points (three presentations during the semester, total maximum number of points – 15 points)); presentation of an individual task (project) (maximum score – 25 points); final control work (maximum score – 30 points).

Semester control: Grading

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

RECOMMENDED LITERATURE

Main

1. 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. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/23735>

Additional

2. 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>

3. 2. Borova, T. English for Business Analysts [Electronic resource] : textbook in 3 parts. Part 3 : Business Intelligent Tools / Т. Borova, О. Milov ; Simon Kuznets Kharkiv National University of Economics. – E-text data (1,67 МБ). – Kh. : S. Kuznets KhNUE, 2018. – 178 p. – Access mode:

<http://www.repository.hneu.edu.ua/handle/123456789/21467>

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

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

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

Information resources

7. Сайт ПНС ХНЕУ ім. С. Кузнеця – Ділове спілкування англійською мовою (вибіркова, англ.) – [Electronic resource]. – Access mode : <https://pns.hneu.edu.ua/course/view.php?id=6806>

8. BBC World Service. Learning English – [Electronic resource]. – Access mode :

<http://www.bbc.co.uk/worldservice/learningenglish/grammar/learnit/learnitv65.shtml>.