

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

**ІНОЗЕМНА МОВА**

**робоча програма навчальної дисципліни (РПНД)**

Галузь знань  
Спеціальність  
Освітній рівень  
Освітня програма

07 Управління та адміністрування  
075 Маркетинг  
третій (освітньо-науковий)  
Маркетинг

Статус дисципліни  
Мова викладання, навчання та оцінювання

обов'язкова  
англійська

Розробники:  
к.п.н., доцент  
к.п.н., доцент

/підписано КЕП/



Вікторія ПЕТРЕНКО  
Тетяна ПОГОРЕЛОВА

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



Тетяна ПОГОРЕЛОВА

Гарант програми:



Людмила Гриневич

Харків  
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**APPROVED**

at the meeting of Department of Pedagogy,  
Foreign Philology and Translation  
Protocol № 9 of 01.09. 2023.

**AGREED**

Vice-rector for Educational and Methodical  
Work

  
Karina NEMASHKALO



**FOREIGN LANGUAGE**

**Program of the Course**

Field of Knowledge	<b>07 Management and Administration</b>
Speciality	<b>075 Marketing</b>
Study Cycle	<b>Third (educational and scientific)</b>
Study Programme	<b>«Marketing»</b>
Course Status	<b>Mandatory</b>
Language	<b>English</b>

**Developers:**

PhD in Ed. Sc, Ass. Prof.

PhD in Ed. Sc, Ass. Prof.

/Digitally signed/



Viktoriia PETRENKO  
Tatiana POHORIELOVA

Head of Department of Pedagogy,  
Foreign Philology and Translation



Tatiana POHORIELOVA

Head of Study Programme



Liudmyla GRYNEVYCH

**Kharkiv  
2023**

## INTRODUCTION

The “Foreign Language” course program is designed for PhD candidates of the third educational and scientific level.

The aim of the course is to improve foreign language communicative competence in academic, scientific and professional fields in oral and written forms at the C2 foreign language proficiency level, which is the standard for the degree of Doctor of Philosophy.

Objectives:

to improve the system of knowledge about the scientific style of English, the composition and logical construction of an English-language scientific text;

to acquire the skills of working with English-language scientific text in accordance with the authors’ requirements for publications in international scientific journals, including the information technology use;

to encourage to adhere to the principles of academic integrity, including the prevention of plagiarism;

to improve oral presentation skills aimed at publicizing the obtained scientific and applied research results;

to motivate to adhere to the principles of constructive dialogue (debate, discussion), taking into account the differences in scientific communication styles caused by the socio-ethnic background of the national mentality;

to improve the ability to provide an objective assessment of one's own scientific work and/or the scientific work of other scientists.

The course content is determined by the conceptual interdisciplinary relationship between Academic English and general education courses for the doctors of philosophy preparation, such as, “Methodology and Organization of Scientific Research”, “Philosophy of Science”, “Ukrainian as a Foreign Language”.

The course object is the development of foreign language communicative competence in oral and written forms for the purpose of ensuring effective communication in a foreign language in the academic, scientific and professional environment.

The learning outcomes and competences formed by the course are defined in table 1.

Table 1

Learning Outcomes and Competences Formed by the Course

Learning Outcomes	Competences
LO1	GC2, GC4, SC1, SC8
LO3	GC1

LO5, LO6	SC2
LO7	GC4, SC4

whereon, GC1. Ability to abstract thinking, analysis, and synthesis.

GC2. Ability to search, process and analyze information from various sources.

GC4. Ability to solve complex problems in the field of marketing on the basis of a systematic scientific worldview and a general cultural outlook in compliance with the principles of professional ethics and academic integrity.

SC1. Ability to plan and execute original research, to achieve scientific results that create new knowledge in the theory, methodology and practice of modern marketing and related interdisciplinary areas

SC2. Ability to orally and in writing present and discuss the results of scientific research and innovative developments in Ukrainian and foreign languages, deep understanding of foreign scientific texts in the field of research.

SC4. Ability to carry out scientific and pedagogical activities in higher education.

SC8. Ability to identify, pose and solve research problems in the field of marketing, evaluate and ensure the quality of research performed and publish their results in specialized professional domestic and foreign publications included in international scientometric databases.

LO1. Have advanced conceptual and methodological knowledge of marketing and related subject areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the relevant field, gain new knowledge and/or innovate.

LO3. Formulate and test hypotheses; use appropriate evidence, in particular, the results of theoretical analysis, experimental research and mathematical and/or computer modeling, available literature data to substantiate the conclusion.

LO5. Present and publish the results of independent original scientific research that has scientific novelty, theoretical and practical significance in compliance with proper academic integrity, as well as demonstrate mastery of the methodology of teaching professionally oriented disciplines and be responsible for teaching others

LO6. Plan and use empirical and/or theoretical research on marketing and related interdisciplinary areas using modern tools and compliance with the norms of professional and academic ethics, critically analyze the results of their own research and the results of other researchers in the context of the whole range of modern knowledge on the problem under study.

LO7. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of marketing in the state and foreign languages, publish the results of research in scientific publications in leading international scientific journals.

## **Course            Content**

### **Content Module 1: Introduction to Academic Writing.**

#### **Topic 1: Publications in International Academic Journals.**

Acquiring communicative competence on the topic: "Types and general characteristics of English scientific journals: purpose, structure, content, requirements for publications", "Requirements of foreign journals indexed in international databases", "Academic contacts: preparation for an interview on research with a supervisor", " Personal information preparation in accordance with journals requirements with the provision of an author's profile in Google Scholar, Scopus, WoS, Orcid".

### **Topic 2. Text in the speciality as an object of scientific knowledge.**

Acquiring communicative competence on the topic: "General characteristics of English scientific style. Principles of Academic writing", "General characteristics of English-language academic writing genres, namely, monograph, dissertation, abstract, scientific article, annotation, thesis, review", "The main differences between English scientific texts and Ukrainian ones", "Academic contacts: self-presentation and research topic presentation", "Academic CV design".

### **Topic 3: Types of scientific text.**

Acquiring communicative competence on the topic: "Review text. Methodological text. Empirical and factual text. Theoretical text. Explanatory text", "Additional text: diagrams, graphs, statistical material, etc.", "Secondary text: annotations, abstracts, summaries, reviews, reviews", "Academic contacts: discussing the requirements for publication on the subject of research with the supervisor", "E-mail correspondence with reviewers, editors, publishers: letter of request".

### **Topic 4. Paragraph as an architectonic unit of a scientific text.**

Acquiring communicative competence on the topic: "The classical form of the paragraph: formulation of the topic, its development, conclusions. Linking sentences in a paragraph. The role of the first sentence in the paragraph. The informative centre of the sentence. Location of new information", "Structure and types of paragraphs in academic writing: classification, definition, comparison, description, explanation, illustration, argument, enumeration (list)", "Academic contacts: specifics of participation in a scientific discussion (discussion of the pros and cons of the main concept of the study)", "E-mail correspondence with the organisers of academic events: submission of an application form for participation in international conferences".

## **Content Module 2. Preparation and publication of research results.**

### **Topic 5: Secondary scientific texts: synopsis, abstract. Citation. Plagiarism.**

Acquiring communicative competence on the topic: "Secondary scientific texts: summary, abstract. Note-taking: description, narration, reasoning. Abstracting (abstract, summary, review abstract)", "Citation and references.", "Types of plagiarism in scientific publications. Advantages and potential limitations in the use of artificial intelligence tools in academic writing (Chat GPT, QuillBot AI, Jasper.AI, Grammarly, Scribbr, Editpad, Ref N Write, WordAI, etc.)", "Writing an abstract for a scientific article (2000 printed characters)", "Academic contacts: specifics of participation in a scientific discussion (presenting the evidence base of the research)".

### **Topic 6. Classification, content, structure and layout of articles in scientific journals.**

Acquiring of communicative competence on the topic: "Classification of articles in English scientific journals: empirical article (case study), theoretical article, methodological article, literature review", "Requirements for the content and structure of a

scientific article: IMRAD structure model. Drawing up an extended plan for a scientific article in accordance with the IMRAD structure", "Academic contacts: specifics of participation in a scientific discussion (how to politely interrupt the interlocutor)".

**Topic 7: Secondary scientific texts: annotation to a scientific article, abstracts.**

Acquiring communicative competence on the topic: "Content and structure of an abstract to a scientific article in English scientific journals. Model of writing an abstract for a scientific article", "Preparation and writing of abstracts. Content and structure of abstracts", "Academic contacts: discussing the experimental basis of research with the supervisor and colleagues".

**Topic 8. Presentation of scientific research. Establishing academic contacts.**

Acquiring communicative competence on the topic: "Organising a slide show. Structure, content, design of slides", "Means of visualisation of scientific research: tables and graphs", "Presentation of the report. Speech clichés of the presentation: greetings, presentation of the content of the main parts, answering questions, responding to difficult and uncomfortable questions, etc.)", "Poster presentation: requirements, structure", "Using social networks/portals to establish academic contacts and exchange scientific information: Creating an author's profile in a social network or in scientific information networks (such as LinkedIn, ResearchGate)", "Establishing academic contacts at an international conference and the main "formulas" of communication in situations related to participation in international scientific conferences."

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1: Task 1	Topics of tutorials: Types and general characteristics of English scientific journals: purpose, structure, content, requirements for publications; Requirements of foreign journals indexed in international databases; Academic contacts: preparation for an interview on the subject of scientific research with a supervisor; Preparation of personal information for the requirements of journals with the provision of an author's profile in Google Scholar, Scopus, WoS, Orcid.
Topic 2: Task 2	Topics of tutorials: General characteristics of the scientific style of English. Principles of academic writing; General description of the genres of English academic writing: monograph, dissertation, abstract, scientific article, annotation, thesis, review; Main differences between

	English-language scientific texts and Ukrainian texts; Academic contacts: self-presentation and presentation of the topic and concept of scientific research; Writing an academic CV (Academic CV).
Topic 3: Task 3	Topics of tutorials: Review text. Methodological text. Empirical and factual text. Theoretical text. Explanatory text; Additional text: diagrams, graphs, statistical material, etc.; Secondary text: abstracts, abstracts, summaries, reviews, reviews; Academic contacts: discussion of the requirements for publication on the topic of research with the supervisor; E-mail correspondence with reviewers, editors, publishers: letter of inquiry.
Topic 4: Task 4	Topics of tutorials: The classic form of a paragraph: formulation of the topic, its development, conclusions. Linking sentences in a paragraph. The role of the first sentence in the paragraph. The informative centre of the sentence. Location of new information; Structure and types of paragraphs in academic writing: classification, definition, comparison, description, explanation, illustration, argument, listing (enumeration); Academic contacts: specifics of participation in a scientific discussion (discussion of the pros and cons of the main concept of the study); E-mail correspondence with the organisers of academic events: submission of an application form for participation in international conferences.
Topic 5: Task 5	Topics of tutorials: Secondary academic texts: summary, abstract. Note-taking: description, narration, reasoning. Abstracting (abstract, summary, review abstract); Citation and references; Types of plagiarism in scientific publications; Advantages and potential limitations of using artificial intelligence tools in academic writing (Chat GPT, QuillBot AI, Jasper. AI, Grammarly, Scribbr, Editpad, Ref N Write, WordAI, etc.); Writing an abstract for a scientific article (2000 characters); Academic contacts: specifics of participation in a scientific discussion (providing evidence of the research)
Topic 6: Task 6	Topics of tutorials: Classification of articles in English scientific journals: empirical article (case study), theoretical article, methodological article, literature review; Requirements for the content and structure of a scientific article: IMRAD structure model. Preparation of an extended plan for a scientific article in accordance with the IMRAD structure; Academic contacts: specifics of participation in a scientific discussion (how to politely interrupt the interlocutor).
Topic 7: Task 7	Topics of tutorials: Content and structure of an abstract to a scientific article in English scientific journals; Model of writing an abstract to a scientific article; Preparation and writing of abstracts. Content and structure of abstracts; Academic contacts: discussing the experimental basis of the research with the supervisor and colleagues.
Topic 8: Task 8	Topics of tutorials: Organisation of a slide show. Structure, content, design of slides; Means of visualisation of scientific research: tables and graphs; Presentation of the report. Speech clichés of presentation: greetings, presentation of the content of the main parts, answering questions, responding to difficult and uncomfortable questions, etc.); Poster presentation: requirements, structure; Using social networks/portals for

	establishing academic contacts and sharing scientific information: creating an author's profile of a researcher in a social network or in scientific information networks (such as LinkedIn, ResearchGate); Establishing academic contacts at an international conference and the main "formulas" of communication in situations related to participation
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The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1: Publications in English international academic journals.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 2. Text in the speciality as an object of scientific knowledge.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 3. Types of scientific text.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 4. Paragraph as an architectonic unit of a scientific text.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 5: Secondary scientific texts: synopsis, abstract. Citation. Plagiarism.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 6. Classification, content, structure and layout of articles in scientific journals.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 7. Secondary scientific texts: annotation to a scientific article, abstracts.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task



<p>Topic 8. Presentation of scientific research. Establishing academic contacts.</p>	<p>Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task</p>
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The number of hours of practical (seminar) studies and hours of self-study is given in the technological card of the course.

### **METHODS OF TEACHING**

While teaching the course, communicative methods of teaching English are applied to enhance the learning and cognitive activity of PhD students. The blended learning technology is provided with the following methods and forms of learning and teaching, namely, individual or pair work (for each topic), work in triads or small groups (for each topic), language role-playing games (on the subtopic "Academic Contacts" of each topic), presentations (on the topic "Presentation of Scientific Research. Establishing academic contacts."), debate (on the topic "Presentation of Scientific Research. Establishing academic contacts."), assignments to an individual research project in the relevant field of knowledge (on the topic "Presentation of Scientific Research. Establishing academic contacts."), student conferences (on the topic "Presentation of Scientific Research. Establishing academic contacts.")

### **FORMS AND METHODS OF ASSESSMENT**

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

Current control is carried out during practical 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 amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes semester control and PhD student's attestation.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

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

Current control: tutorials - 48 points, independent work - 30 points, individual research task in the relevant research field - 12 points, presentation of individual research task is estimated at 10 points.

Semester control:grading.

More detailed information on the assessment system is provided in technological card of the course.

## RECOMMENDED LITERATURE

### Main

1. Bogolepova S., et al. English for Academics. Book 2 : A Communication Skills Course for Tutors, Lecturers and PhD Students. / S. Bogolepova, et al. – Cambridge, Cambridge University Press, Cop, 2015. – 171 p.
2. Hamp-Lyons L., Heasley B. Study Writing : A Course in Writing Skills for Academic Purposes. / L. Hamp-Lyons, B. Heasley. – Cambridge ; New York, Cambridge University Press, 2006. – 213 p.
3. Hewings M., et al. Cambridge Academic English : C1 Advanced : An Integrated Skills Course for EAP. Student's Book. / M. Hewings, et al. – Cambridge, Cambridge University Press, 2012. – 176 p.
4. McCarthy M., O'Dell F. Academic Vocabulary in Use. Edition with Answers/ M. McCarthy, F. O'Dell. – Cambridge, Cambridge University Press, 2016. – 174 p.
5. Powell M. Dynamic Presentations. / M. Powell. – Cambridge, Cambridge University Press, 2016. – 96 p.
6. Thaine C. Cambridge Academic English. An Integrated Skills Course for EAP. Student's Book. Intermediate. / Thaine.C. Cambridge University Press, 2012. — 180 p.

### Additional

7. Петренко В. О. Формування навичок критичного мислення здобувачів ступеня доктора філософії засобами дисципліни «Академічна англійська» / В. О. Петренко //Інноваційна педагогіка. – Одеса: ПУ «Причорноморський науково-дослідний інститут економіки та інновацій», 2019. – Вип. 13 .( Том 1.) – С. 145-147. <http://www.repository.hneu.edu.ua/handle/123456789/23273>
8. Lingua-Ethological Causes of Communicative Failures: Pragmatic Aspect / O. Dubtsova, V. Petrenko, O. Kovalenko, N. Samsonenko // Journal of Educational and Social Research - Vol. 10(1), 2020. – P. 143 <http://www.repository.hneu.edu.ua/handle/123456789/23674>

### Informational Resources

9. Сайт ПНС ХНЕУ ім. С. Кузнеця Дисципліна : Іноземна мова, канд. пед. наук, доц. Петренко В.О.|Academic English for PhD students, PhD in Ed. Sc., Ass. Prof. Viktoriia Petrenko [Electronic resource]. - Access mode: <https://pns.hneu.edu.ua/enrol/index.php?id=5129>
10. English Vocabulary Exercises ZbEnglish.net.Vocabulary Exercises for the Academic Word List. – URL:<http://zbenglish.net/sites/voca/AWL/index.htm>
11. Proofreading and Editing tips: editina.htm Corpora. – URL: <http://www.lrc.com/tips/proofreading>
12. The Purdue University Online Writing Lab. – URL:<https://owl.purdue.edu/>
13. The University of Manchester: Academic Phrasebank. – URL: <http://www.phrasebank.manchester.ac.uk/>