

**Syllabus of the course***«Foreign language for Academic and Professional Communication»*

Specialty	<i>073 Management</i>
Study Programme	<i>Logistics</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>fourth year, seventh semester</i>
ECTS credits	<i>4</i>
Workload	<i>Practical studies – 48 hours. Self-study – 72 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Pedagogy, Foreign Philology and Translation auditorium 502 of the first building phone: (057) 702 18 32 (add. 3-83) website: http://www.kafpif.hneu.edu.ua</i>
Teaching staff	<i>Dubtsova Olga Vyacheslavivna, PhD in Philology, Associate professor Ved Tetiana Mykolaivna, lecturer</i>
Contacts	<i>O. V. Dubtsova olgadubtsova@ukr.net T. M. Ved tanyaved.96@gmail.com</i>
Course schedule	<i>Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Pedagogy, Foreign Philology and Translation, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

mastering students` general and professional-oriented communicative language competences for effective speaking in professional sphere, enhancing language competences of academic and professional communication, business communication

Structural and logical scheme of the course

Prerequisites	Postrequisites
English (for specific purposes)»	Training Course «Soft Skills»

Course content

Module 1: *Global Processes and Markets*

Topic 1. Company`s marketing activity. 1.1 Marketing research. 1.2 Marketing communication complex. 1.3. Managing distribution channels.

Topic 2. Innovations in business. 2.1 Innovations. 2.2 R&D technologies. 2.3 Information technologies.

Topic 3. Globalization of business. 3.1 International market relations. 3.2 International trade. 3.3 Art of business communication.

Course program consists of one Module.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system



Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program