



**Syllabus of the course**  
«Foreign language for academic and professional communication»

<b>Specialty</b>	<i>073 Management</i>
<b>Study Programme</b>	<i>Business Administration</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the first (bachelor's) level of higher education</i>
<b>Course status</b>	<i>Mandatory</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>fourth year, seventh semester</i>
<b>ECTS credits</b>	<i>4</i>
<b>Workload</b>	<i>Practical studies – 48 hours Self-study – 72 hours</i>
<b>Assessment system</b>	<i>Grading</i>
<b>Department</b>	<i>Department of Pedagogy, Foreign Philology and Translation, 61166, Kharkiv, Prospekt Nauky, 9-a, KhNUE them. S. Kuznets, first building, aud. 502, tel. +38 (057) 702-18-32, 3-83 (internal), site of the department: <a href="http://www.kafpif.hneu.edu.ua/">http://www.kafpif.hneu.edu.ua/</a></i>
<b>Teaching staff</b>	<i>Pohorielova Tetiana, PhD, Associate professor</i>
<b>Contacts</b>	<i>Pohorielova Tetiana: <a href="mailto:Pogorelova.Tetyana@m.hneu.edu.ua">Pogorelova.Tetyana@m.hneu.edu.ua</a></i>
<b>Course schedule</b>	<i>Pohorielova Tetiana: according to timetable</i>
<b>Consultations</b>	<i>at the Department of Pedagogy, Foreign Philology and Translation; according to the schedule of consultations of teachers / by agreement at the initiative of the student (s); individual or group</i>
<b>The purpose of the course</b>	
<i>is improvement and development of language competences of academic and professional communication and deepening of knowledge of the English language for successfully passing entrance exams for the master's degree.</i>	
<b>Prerequisites for the course</b>	
<i>Foreign language (for professional purposes)</i>	
<b>Course content</b>	
<b>Content module 1. Global Processes and Markets</b> <b>Topic 1. International Marketing Activities in the Field of Business Administration.</b> <b>Topic 2. Innovative Processes in International Business.</b> <b>Topic 3. Globalization of business activity.</b>	
<b>Teaching environment (software)</b>	
<i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>	
<b>Assessment system</b>	
Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system. Current control is carried out during lectures and 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 of the first semester includes the following assessment methods: practical tasks on topics; written test.	



***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. 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 Program of the course***

Syllabus approved at a meeting of the Department of Pedagogy, Foreign Philology and Translation  
25/03/2023, minutes №8