

Syllabus for academic discipline
«Foreign language for academic and professional communication»

Specialty	<i>071 Accounting and Taxation</i>	
Curriculum	<i>Accounting and Auditing</i>	
Educational level	<i>Bachelor's degree</i>	
Discipline status	<i>compulsory</i>	
Language of tuition, studies and assessment	<i>English</i>	
Year / term	<i>4 year 7th term</i>	
Number of ECTS credits	<i>4</i>	
Hours distribution for the forms of educational process and types of studies	<i>Seminars –48 h. Self-studies – 72 h.</i>	
The form of terminal control	<i>Credit</i>	
Department	<i>The department of foreign languages and cross-cultural communication, 61166, Kharkiv, Nauky avenue, 9a, S. Kuznets KhNUE, building 1, aud. 409, Tel. +38 (057) 702-18-32, department site:</i> https://www.hneu.edu.ua/kafedra-inozemnyh-mov-ta-mizhkulturnoyi-komunikatsiyi/	
Teacher (s)	<i>Uskova Tamara, senior teacher of foreign languages and cross-cultural communication department.</i>	
Teachers contact information	<i>Uskova Tamara uskovatamara2020@gmail.com</i>	
Days of studies	<i>Uskova Tamara according to the current schedule</i>	
Tutorials	<i>Group / individual, / online, according to the tutorials schedule, chat PLS.</i>	
<p>The purpose of the academic discipline is to improve students' general and professionally oriented communicative speech competencies (linguistic, sociolinguistic, and pragmatic) to ensure effective communication in a professional environment.</p>		
Structural and logical scheme of studying the academic discipline		
	Prerequisites	Postrequisites
	Foreign language for specific purposes, Extensive professionally oriented study of a foreign language, Business communication in a foreign language.	Business foreign language
The content of the academic discipline		
<p>Module 1. Global processes and markets. Topic 1. International marketing in the sphere of accounting. 1.1. Marketing research 1.2. Marketing communication complex</p>		

<p>1.3. Management of product distribution channels</p> <p>Тема 2. Innovative processes in accounting.</p> <p>2.1. Innovations</p> <p>2.2. R&D technologies</p> <p>2.3. Information technologies</p> <p>Тема 3. Globalization processes in accounting.</p> <p>3.1. International market relations</p> <p>3.2. International trade</p> <p>3.3. The art of business communication</p>
<p>Material and technical (software) support of the discipline</p> <p><i>Multimedia projector, PLS S. Kuznets KhNUE, Zoom</i></p>
<p style="text-align: center;">Forms and methods of assessment</p> <p>The university uses a 100-point cumulative system for assessing the learning outcomes of the applicants for higher education.</p> <p>Current control is carried out during seminars and is aimed at checking the level of preparedness of a higher education applicant to perform specific work and is assessed by the sum of the points scored.</p> <p>Final control includes terminal control, which is carried out in the form of a differentiated credit and exam.</p> <p>The maximum possible number of points for current control during the term for a discipline which implies control in the form of credit is 100 and the minimum possible number of points is 60.</p> <p>Current control includes the following control measures: tasks and presentations of the relevant topics, current tests.</p> <p><i>More detailed information about the system of assessment and accumulation of points for the academic discipline is given in the work plan (technological card) for the academic discipline.</i></p>
<p style="text-align: center;">Academic Discipline Policies</p> <p>Teaching an academic discipline is based on the principles of academic integrity. Violations of academic integrity are considered to be: academic plagiarism, fabrication, falsification, copying, cheating, bribery, biased evaluation. For violations of academic integrity, applicants for higher education are held academically responsible for the following: re-taking the assessment of the relevant type of academic work.</p> <p><i>More detailed information about competencies, learning outcomes, teaching methods, forms and methods of assessment, and self-studies is provided in the Work program of the academic discipline.</i></p>