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NATIONAL AVIATION UNIVERSITY
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Foreign Languages and Translation Department

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"08" 03 2023

APPROVED

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"13" 03 2023



Quality Management System

COURSE TRAINING PROGRAM

on

"Business Foreign Language"

Educational and Professional Program: "Management of Foreign Economic Activity"

Field of Study: 07 "Management and Administration"

Speciality: 073 "Management"

Training form	Semester	Total (hours/ECTS credits)	Practicals (seminars)	Self-study	Semester Grade
Full-time	1	105/3.5	34	71	Examination – 1 s.

Index: CM-7-073-2/22-1.1

QMS NAU CTP 12.03-01-2023



The Course Training Program on “Business Foreign Language” is developed on the basis of the Educational and Professional Program “Management of Foreign Economic Activity”, Curriculum and Extended Curriculum of Higher Education Seekers Training for “Master” №CM-7-073-2/22 for Speciality 073 “Management” and corresponding normative documents.

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«09» 03 2023

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INTRODUCTION

The Course Training Program on “Business Foreign Language” has been developed on the basis of the “Methodological guidance for developing the syllabus of educational discipline of full-time and part-time forms of training”, approved by the order № 249/roz. of 29.04.2021 and corresponding normative documents.

1. EXPLANATORY NOTES

1.1. Status, objectives and tasks of the academic discipline.

The academic discipline status in the system of professional training of an expert.

Learning a foreign language is a necessary and integral component of the professional training of specialists in the management of foreign economic activity. This is due to the integration of the Ukrainian scientific community into the world scientific community, the development of cooperation of specialists at the global level, and the expansion of the area of business discourse in modern communication. Knowledge of a foreign language facilitates access to professional information (e.g. on the Internet), helps study world standards, establish international professional and scientific contacts, study the achievements of international professional organizations and expand the possibilities of improving the professional level of specialists. Therefore, teaching students of higher education to communicate in a foreign language is of great importance in the higher educational system of Ukraine. Being directed on communication and linked with humanities, social and as economical disciplines as well as profession-oriented disciplines, “Business Foreign Language” makes significant contribution into the education of future specialists.

Language ensures the unity of the processes of communication, cognition and personality formation. In these conditions, the goals and tasks of learning a business foreign language are approaching the goals and tasks of professional training and developing a future specialist, i.e. the language is mastered simultaneously with profession-oriented disciplines and with educational activities, as a form in which knowledge is embodied in accordance with the conditions of professional communication. Learning a foreign language broadens students’ horizons, stimulates their interest to the profession and increases cultural level. This academic discipline follows the compulsory professional foreign language course and gives Master’s students the opportunity to expand the business and professional vocabulary, improve knowledge and proficiency of business English communication when applying for a job and communicating with foreign partners, learn to apply knowledge in real situations, conduct business correspondence with foreign partners/ customers/ clients, answer phone calls and prepare presentations in a foreign language.

The **objective** of teaching “Business Foreign Language” for the students of the educational and professional program “Management of Foreign Economic Activity” is the practical mastery of a business foreign language, the development of communicative professional competence of the future specialist in all types of language activity (reading, listening, writing, speaking) on topics related to marketing, receiving and transmitting information from original publications orally and in writing, the ability to build speech behavior in business communication situations.

The tasks of mastering the academic discipline are as follows:

- to extend business and professional vocabulary;
- to develop language skills required for business communication;

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- to develop students’ ability to comprehend the content of the original business texts and profession-oriented texts, obtain the required information from them, interpret and translate them while learning;
- to develop speaking skills while discussing topics;
- to develop the ability to understand the recorded and live foreign speech;
- to develop students’ ability to communicate within the learnt topic in the form of a monologue, dialogue and a polylogue;
- to develop creative thinking skills of students.

1.2. Learning outcomes of the academic discipline.

Practical learning outcome 7. *Organize communication and communicate effectively within the team, with representatives of various professional groups and in the international context.*

Practical learning outcome 9. *Be able to communicate in professional and scientific environment in Ukrainian and in a foreign language.*

Practical learning outcome 23. *Keep in touch with business network, have business conversations with foreign partners, including communication in one of the foreign languages.*

Practical learning outcome 25. *Study international markets, European integration processes and prospects for cooperation with foreign partners on the basis of cross-cultural interaction.*

1.3. Competences the academic discipline makes it possible to acquire.

Integrated competence:

IC1. Ability to solve complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations under uncertain conditions and requirements.

Generic competences:

GC 2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

GC 10. Knowledge of a business foreign language: reading, speaking, writing in a foreign language, which allows working in English, for example, if it is a foreign language.

GC 16. Ability to communicate effectively in Ukrainian and a foreign language and to present complex information in a concise form orally and in writing, using information and communication technologies and relevant economic terms.

GC 17. Ability to evaluate and analyze social and economic processes and phenomena at the global (mega), macro, meso, and micro levels.


Professional competences:

PC 3. Ability to self-development, lifelong learning and effective self-management.

PC 5. Ability to create and organize effective communications in the management process.

PC 10. Ability to manage the organization and its development.

PC 13. Ability to communicate with colleagues on current issues of management of for-

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eign economic activity, both at the general level and at the level of specialists, the ability to make oral and written reports in Ukrainian and English.

PC 14. Knowledge of the main modern issues of the fundamental sciences regarding the cross-cultural features of the development of organizations, their development and structure, the ability to apply them for the formation of a worldview.

1.4. Interdisciplinary links.

The academic discipline “Business Foreign Language” is based on the knowledge of the discipline “Professional Foreign Language” and is the basis for studying such disciplines as: “Leadership and Conflict Management”, “HR management”, “Project and Risk Management”, “Business Analysis and Data Processing”.

2. COURSE TRAINING PROGRAM OF THE ACADEMIC DISCIPLINE

2.1. Content of the academic discipline.

The training material of the discipline is structured on a modular basis and consists of one educational module, namely: **module №1 “Business Communication”**, which is logically complete, relatively independent, integral part of the academic discipline, mastering of which involves the module test and the analysis of its results.

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2.2. Modular structuring and integrated requirements for each module.

Module №1 “Business Communication”.

Integrated requirements to the module №1: After completing module №1 a student must **know:**

- the basic terminology of business communication;
- the main grammatical and lexical features of the translation of business texts;
- structural, stylistic and linguistic features of the texts of protocols, agreements, contracts;
- structural, stylistic and expressive means of the language of protocols, agreements, contracts, CVs and resumes, business letters, etc.;
- the rules for business interviews and negotiations in a foreign language;
- communicative features of the implementation of management styles in the business sphere;
- the basic rules of business etiquette.

be able to:

- use basic business terminology appropriately in oral and written forms of business communication;
- keep business documentation and manage business correspondence in a foreign language;
- comprehend the monologic and dialogic speech both as direct communication and as a recording;
- make reports on issues related to business communication;
- participate in discussions, interviews, business negotiations, official meetings observing the norms and rules of business etiquette;



- write protocols, agreements, contracts, CVs and resumes, application letters, cover letters and other types of business letters and official documents in a foreign language;
- write business e-mails, have a telephone conversation in a formal style in a foreign language;
- make business presentations in a foreign language.

Topic 1. Applying for a job.

Learning vocabulary on the topic “Applying for a job”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises. Grammar topics: Noun. Article. Grammar exercises.

Topic 2. Writing an application letter for applying for a job.

Learning vocabulary on the topic “Writing an application letter for applying for a job”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 3. Writing cover and motivation letters.

Learning vocabulary on the topic “Writing cover and motivation letters”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 4. Writing a CV.

Learning vocabulary on the topic “Writing a CV”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises. Grammar topics: Adjectives, adverbs. Degrees of comparison of adjectives and adverbs. Grammar exercises.

Topic 5. Business correspondence. Writing official documents.

Learning vocabulary on the topic “Business correspondence. Writing official documents”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises. Grammar topics: Active voice. Grammar exercises.

Topic 6. Types of business letters.

Learning vocabulary on the topic “Types of business letters”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises. Grammar topics: Conditional sentences. Sequence of tenses. Grammar exercises.

Topic 7. Writing e-mails.

Learning vocabulary on the topic “Types of business letters”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 8. Presentation.

Learning vocabulary on the topic “Presentation”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 9. Management styles.

Learning vocabulary on the topic “Management styles”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 10. Success in business.

Learning vocabulary on the topic “Success in business”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 11. Team building.

Learning vocabulary on the topic “Team building”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 12. Negotiating.

Learning vocabulary on the topic “Negotiating”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.



Topic 13. Telephone conversation in a formal style.

Learning vocabulary on the topic “Telephone conversation in a formal style”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 14. Making a contract.

Learning vocabulary on the topic “Making a contract”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 15. Business etiquette.

Learning vocabulary on the topic “Business etiquette”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

Topic 16. Official meetings.

Learning vocabulary on the topic “Official meetings”. Reading, translation, discussion of texts, listening, summarizing texts. Speaking on the topic. Lexical exercises.

2.3. Training schedule of the academic discipline

Table 2.1

№	Theme (thematic section)	Academic Hours		
		Total	Practicals	Self-study
1	2	3	4	5
Module №1 “Business Communication”				
1 semester				
1.1	Applying for a job.	7	2	5
1.2	Writing an application letter for applying for a job.	7	2	5
1.3	Writing cover and motivation letters.	7	2	5
1.4	Writing a CV.	6	2	4
1.5	Business correspondence. Writing official documents.	6	2	4
1.6	Types of business letters.	6	2	4
1.7	Writing e-mails.	6	2	4
1.8	Presentation.	6	2	4
1.9	Management styles.	6	2	4
1.10	Success in business.	6	2	4
1.11	Team building.	6	2	4
1.12	Negotiating.	6	2	4
1.13	Telephone conversation in a formal style.	6	2	4
1.14	Making a contract.	6	2	4
1.15	Business etiquette.	6	2	4
1.16	Official meetings.	6	2	4
1.18	Module test №1	6	2	4
Total for Module №1		105	34	71
Total for the 1st Semester		105	34	71
Total for the Discipline		105	34	71



2.4. List of Examination Questions

The list of questions and content of tasks to prepare for the exam are developed by the leading teacher of the department according to the course training program, approved at the meeting of the department and distributed among students.

3. TEACHING AND METHODOLOGICAL MATERIALS

3.1. Teaching methods

When studying an academic discipline, the following teaching methods are used:

- ✓ explanatory and illustrative method (conversation, explanation, report, presentation);
- ✓ communicative method with the use of interactive technologies (discussions and debates, role-plays, work in pairs and small groups, preparation of presentations on module topics with further discussion, project work, etc.);
- ✓ PPP method (presentation-practice-production);
- ✓ problem-oriented learning;
- ✓ research method;
- ✓ control methods (diagnostic, current, formative, summative assessment).

In order to identify the language proficiency level and specifics of acquiring knowledge, entrance control in the form of a Placement Test is conducted. During the semester, learning is monitored to identify the gaps and problems of the learning, practical tasks and a test. At the end of the semester, knowledge is tested in the form of a module test and an exam.

3.2. List of references

Basic Literature

3.2.1. Dubicka, I., Rosenberg, E., Dignen, B., Hogan, M., Wright, L. Business Partner B2. Coursebook. Longman (Pearson Education), 2020. 160 p.

3.2.2. O’Keeffe, M., Lansford, L., Wright, R., Frendo, E., Wright, L. Business Partner B1. Coursebook. Longman (Pearson Education), 2020. 160 p.

Additional Literature

3.2.3. Бойко О., Головач Т. English for Specific Purposes: Management in Use. (Англійська для спеціальних цілей: Менеджмент у практиці): навч. посібник. Львів: ЛьВДУ-ВС, 2022. 164 с.

3.2.4. Гончар К. Л., Тригуб Г. В., Хникіна О. О. English for Business Communication: навч.-метод. посіб. Луцьк: Вежа-Друк, 2022. 253 с.

3.2.5. Колісник, М. П., Корницька Ю.А., Огурцова О.Л. Англійська мова для ділової комунікації [Електронний ресурс]: навчальний посібник для здобувачів ступеня магістра спеціальності 073 «Менеджмент» та «Промисловий Маркетинг», спеціальності 075 «Маркетинг». Київ: КПІ ім. Ігоря Сікорського, 2022. 152 с.

3.2.6. Конопляник Л.М., Харицька С.В., Глушаниця Н.В. English for Professional Communication: навч. посіб. Київ: НАУ, 2020. 224 с.

3.2.7. Скрєбкова-Пабат М.А. Ділова англійська мова: навч. посібн. Львів: Новий Світ, 2020. 392 с.

3.2.8. Bolen J. Business English Vocabulary Builder: Idioms, Phrases, and Expressions in American English. 2020. 89 p.

3.2.9. Business English Vocabulary Builder: Powerful Idioms, Sayings and Expressions to Make You Sound Smarter in Business. Lingo Mastery, 2020. 168 p.

3.2.10. Pincus, A. Essential Managers: Presenting. New edition. London: Dorling Kinderslev Ltd, 2022. 96 p.

3.3. Internet Resources

- 3.3.1. <http://er.nau.edu.ua/handle/NAU/9101>
- 3.3.2. <https://learnenglish.britishcouncil.org/business-english>
- 3.3.3. <https://www.businessenglishpod.com/category/management/>
- 3.3.4. <https://www.coursera.org/learn/successful-interviewing>
- 3.3.5. <http://www.bbc.co.uk/worldservice/learningenglish/business/getthatjob/>
- 3.3.6. <https://www.mlrpc.com/insights/>

4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. The assessment of certain kinds of student academic work is carried out in accordance with Table 4.1.

Table 4.1

Assessment of certain kinds of student academic work

Kind of Academic Activities	Maximum Grade (in points)
Module №1 “Business Communication”	
Answers in practical classes (translation and discussion of texts, conversation on the topic, dialogues, discussions, summarizing and abstracting the articles, listening)	1 semester
	(3p.×15)=45
Writing a CV, cover letter (or other business letters)	5
Preparing a presentation on the topic	10
<i>To be allowed to write Module Test №1 a student is to gain not less than</i>	<i>36</i>
Module Test № 1	20
Total for Module №1	80
Semester Examination	20
Total for the subject	100

4.2. A student is considered to have passed the module if both his/her Current Module Grade and Module Test Grade are positive (Appendix 1).

4.3. The sum of rating assessments received by the student for certain types of completed academic work is the current module rating assessment, which is recorded in the module control.

4.4. The **Semester Examination** is composed of points obtained from the completion of examination tasks approved by the department.

4.5. The Semester Module Grade and the Semester Examination together make up a Total Semester Grade which is calculated according to the National Scale and the ECTS Scale (Appendix 2).

4.6. The final semester rating in points, on the national scale and the ECTS scale is entered in the test report, study card and individual curriculum of the student (record book), for example, as follows: **92/Excellent/A**, **87/Good/B**, **79/Good/C**, **68/Satisfactory/D**, **65/Satisfactory/E**, etc.

4.7. The Total Grade for the subject is determined as the total semester grade in points with its further transformation into the National Scale and ECTS Scale. The indicated Total Semester Grade of the subject is added to the Diploma Supplement.



АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

(Ф 03.02 – 01)

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки
	Усеєво	13.03.23	Шешкіна Т	[Signature]	

АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

(Ф 03.02 – 02)

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки
1.	Гушманішє Н.В	[Signature]	13.03.23	
2.	Білокоць Т.М	[Signature]	13.03.23	

АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

(Ф 03.02 – 04)

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності
1.	Комолєник Л.М.	30.08.23	[Signature]	РБ. пр. є адекватною пр. № 8 Віз 30.08.23
2.	Комолєник Л.М.	28.08.24	[Signature]	РБ. пр. є адекватною пр. № 8 Віз 28.08.24

АРКУШ ОБЛІКУ ЗМІН

(Ф 03.02 – 03)

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

УЗГОДЖЕННЯ ЗМІН

(Ф 03.02 – 32)

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				