POLTAVA UNIVERSITY OF ECONOMICS AND TRADE

Department of Business Foreign Language

ACADEMIC DISCIPLINE SYLLABUS
«English for business (A2)»
for 2023-2024 academic year

Year and semester of study	elective course
Educational program / specialization	
Speciality	
Sphere	
Degree	Bachelor

Professor,   **Ishchenko Valentyna Leonidivna**
Degree,   Candidate of Philology,
position   Associate Professor of Department of Business Foreign language

Telephone	+38-095-109-26-62
Email	isenkovalentina67@gmail.com
Schedule	http://schedule.puet.edu.ua/
Consultations	http://www.dim.puet.edu.ua/
Distance Course	https://el.puet.edu.ua/

Course description

Aim of the course	The purpose of studying the course is to master speech skills and the ability to use a foreign language as a means of communication in business
Length	5 credits (150 hours (practical classes 60., independent work - 90)
Forms and Methods of instruction	Practical classes in the classroom, independent work
Control	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
Basic skills	Speaking, listening, writing and reading skills at the A2 level
Language of instruction	English

The list of competencies provided by this course, program learning outcomes

Learning outcomes	Competencies
speak English at level A2; participate in meetings and respond to issues within his/her competence; make presentations; discuss relationships, cultural norms and deviations from them; talk about personal and professional life; talk about planning, get advice on personal budget; write Business Letters, Memos, Emails. discuss norms of polite behavior and give feedback adequately.	Ability to communicate orally and in writing for communication in professional and socio-cultural spheres; Knowledge of professional terminology in English; Ability to present information; Ability to find, process and analyze information from various sources. Knowledge and understanding of the subject area and understanding of the profession; Ability to think abstractly and analytically and generate ideas. Ability to use information and communication technologies. Ability to work in an international context.

Content of the course

Topic	Types of work	Tasks for independent work
Module 1. «Business strategies»		
Theme 1. Communication.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Additional home reading, writing out terms and definitions into a vocabulary; written tasks; tasks in the distance course for each topic of the module, grammar tasks, tasks for writing different types business correspondence, tasks for listening, tests for self-control of knowledge to each topic, final modular works, individual work in a computer class.
Theme 2. Careers.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Additional home reading, writing out terms and definitions into a vocabulary; written tasks; tasks in the distance course for each topic of the module, grammar tasks, tasks for writing different types business correspondence, tasks for listening, tests for self-control of knowledge to each topic, final modular works, individual work in a computer class.
Theme 3. Employment.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Additional home reading, writing out terms and definitions into a vocabulary; written tasks; tasks in the distance course for each topic of the module, grammar tasks, tasks for writing different types business correspondence, tasks for listening, tests for self-control of knowledge to each topic, final modular works, individual work in a computer class.
Module 2. «Ways of doing business internationally»		

Topic	Types of work	Tasks for independent work
Theme 4. Import-export.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Additional home reading, writing out terms and definitions into a vocabulary; written tasks; tasks in the distance course for each topic of the module, grammar tasks, tasks for writing different types business correspondence, tasks for listening, tests for self-control of knowledge to each topic, final modular works, individual work in a computer class.
Theme 5. Marketing.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Additional home reading, writing out terms and definitions into a vocabulary; written tasks; tasks in the distance course for each topic of the module, grammar tasks, tasks for writing different types business correspondence, tasks for listening, tests for self-control of knowledge to each topic, final modular works, individual work in a computer class.
Theme 6. Retail.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Additional home reading, writing out terms and definitions into a vocabulary; written tasks; tasks in the distance course for each topic of the module, grammar tasks, tasks for writing different types business correspondence, tasks for listening, tests for self-control of knowledge to each topic, final modular works, individual work in a computer class.

Literature

Main

1. Grammarway2 with answer./Jenny Dooley-Virginia Evans: Express Publishing, 2020. – 192 c.

2. Dubicka I. Market Leader. Course book: Pre-Intermediate Business English / I. Dubicka, M. O'Keeffe. – London : Longman, 2019. – 170 p.

3. Murphy R. English Grammar in Use. – Cambridge University Press, 2019. – 380 p.

4. Oxford Business English ProFile1_PreIntermediate_Student Book./Jon Naunton-Mark Tupil. – Oxford Universuty Press, 2015. – 148 p.

5. Pilbeam A. Market leader: International Management : Business English / A. Pilbeam. – London : Longman, 2020. – 96 p.

6. Comfort J. Effective presentations / J. Comfort. – Oxford : Oxford University Press, 2009. – 80 p.

7. Glossary : A-Z of business terminology https://dbace.org/wp-content/uploads/2019/10/A-Z-Glossary-2020.pdf

Additional

1. Farrall C. Professional English in Use Marketing / C. Farrall, M. Lindsley. – Cambridge : Cambridge University Press, 2018. – 144 p.

2. Hill Charles W.L. Global Business Today / Charles W.L. Hill. – USA: McGraw-Hill, 2022. – 530 p.

3. Hill Charles W.L. International Business. Competing in the Global Marketplace / Charles W.L. Hill. – USA: Irwin McGraw-Hill, 2022. – 630 p.

4. Kotler Ph., Armstrong G. Principles of Marketing / Ph. Kotler, G. Armstrong. – USA: Pearson Education, 2005. – 523 p.

5. Oxford Correspondence Workbook : Intermediate to Advanced / A. Ashley. – Oxford : Oxford University Press, 2017. – 112 p.

6. Oxford Dictionary of Business English for Learners of English. – UK: Oxford University Press, 2005. – 491 p.

7. Wild J. J., Wild K. L., Han J.C.Y. International Business – the Challenges of Globalization. Fifth Edition / J. J. Wild, K. L.Wild, J.C.Y. Han. – Boston: Pearson, 2010. – 507 p.

Software

Microsoft Office.

Policy of evaluation

1. Policy of deadlines: tasks that are submitted with violation of deadlines without valid reasons are evaluated by a lower score (75% of the possible maximum number of points per activity). You can do the modules for the second time only with the permission of a professor in case you have a valid reason (for example, disease).
2. Policy of academic honesty: cheating during module works and testing is forbidden (including th euse of mobile phones). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
3. Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) and consultations with a professor.
4. Policy of accepting the results of non-formal education: http://puet.edu.ua/uk/publichna-informaciya .

Grading
Політика вивчення навчальної дисципліни та оцінювання

Policy of evaluation of higher education applicants. Works that are submitted late without good reason are evaluated at a lower grade (75% of the possible maximum number of points for the type of activity). The rearrangement of modules takes place with the permission of the leading teacher if there are good reasons (for example, sick leave).

Положення про організацію освітнього процесу
Положення про порядок та критерії оцінювання знань, вмінь та навичок здобувачів вищої освіти
Порядок ліквідації здобувачами вищої освіти академічної заборгованості
Положення про повторне навчання

Attendance Policy. Attending classes is a mandatory component. For objective reasons (for example, illness, employment, international internship), training can take place online.

Academic Integrity Policy. The applicant must adhere to the principles of academic integrity, in particular, the prevention of academic plagiarism, falsification, fabrication, writing off during the current, borderline and final control. Writing off during control work and current tests is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during class. PUET operates:

Кодекс честі студента
Положення про академічну доброчесність
Положення про запобігання випадків академічного плагіату

The policy of recognition of learning outcomes is defined by the following documents:

Положення про порядок перезарахування результатів навчання, здобутих в іноземних та вітчизняних закладах освіти
Положення про академічну мобільність здобувачів вищої освіти

Положення про порядок визнання результатів навчання здобутих шляхом неформальної та/або інформальної освіти;
інфографіка (розділ Освіта/Організація освітнього процесу/Неформальна освіта)

Conflict resolution policy:

Положення про правила вирішення конфліктних ситуацій
Положення про апеляцію результатів підсумкового контролю у формі екзамену
уповноважена особа з питань запобігання та виявлення корупції

Support policy for participants in the educational process:

Психологічна служба
Студентський омбудсмен (Уповноважений з прав студентів) ПУЕТ
Уповноважений з прав корупції

Безпека освітнього середовища: Інформація про безпечність освітнього середовища ПУЕТ наведена у вкладці «Безпека життєдіяльності»

Types of work	Maximal points
Module 1 (Topics 1-3): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	40
Module 2 (Topics 4-6): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	40
Final test	20
Total	100

System of awarding additional points

Форма роботи	Вид роботи	Бали
1. Research work	Participation in a students club	10

Scale of grading

Points	ECTS Grade	National Grade
90-100	A	Outstanding performance
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory work with possibility of taking exam for the second time)
0-34	F	Fail (unsatisfactory work with possibility of taking the course for the second time)