

POLTAVA UNIVERSITY OF ECONOMICS AND TRADE

Department of Business Foreign Language

ACADEMIC DISCIPLINE SYLLABUS

**«English for business (B1)»**

for 2023-2024 academic year

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

Professor,  
Degree,  
position

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Schedule	<a href="http://schedule.puet.edu.ua/">http://schedule.puet.edu.ua/</a>
Consultations	<a href="http://www.dim.puet.edu.ua/">http://www.dim.puet.edu.ua/</a>
Distance Course	<a href="https://el.puet.edu.ua/">https://el.puet.edu.ua/</a>

**Course description**

<b>Aim of the course</b>	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
<b>Length</b>	5 credits (150 hours (practical classes 60., independent work - 90)
<b>Forms and Methods of instruction</b>	Practical classes in the classroom, independent work
<b>Control</b>	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
<b>Basic skills</b>	Speaking, listening, writing and reading skills at the B1 level
<b>Language of instruction</b>	English

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

<b>Learning outcomes</b>	<b>Competencies</b>
speak English at level B1; 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**

<b>Topic</b>	<b>Types of work</b>	<b>Tasks for independent work</b>
<i>Module 1. «Business strategies»</i>		
<b>Topic 1.</b> Finance and banking.	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.
<b>Topic 2.</b> Consultants.	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.
<b>Topic 3.</b> Strategy.	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.
<i>Module 2. «Ways of doing business internationally»</i>		

<b>Topic</b>	<b>Types of work</b>	<b>Tasks for independent work</b>
<b>Topic 4.</b> Doing business online..	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.
<b>Topic 5.</b> New business.	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.
<b>Topic 6.</b> Project management.	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. Dubicka I. Market Leader [Text]. Course book : Advanced Business English / I. Dubicka, M. O'Keeffe. – London : Longman, 2018. – 176 p.
2. Dubicka I. Market Leader [Text]. Teacher's resource book : Advanced Business English / Iwonna Dubicka, Margaret O'Keeffe. – London : Longman, 2018. – 232 p. + CD-ROM.
3. Dubicka I. Market Leader. Practice File [Text] : Advanced Business English / John Rogers. – London : Longman, 2018. – 96 p. + CD-ROM.
4. Gomm H. Market Leader. Portfolio : Video resource book. Business English / H. Gomm. – London : Longman, 2018. – 48 p. + 1 відеокасета. – Відеокнига.

### **Additional**

5. Ashley A. Oxford Handbook of Commercial Correspondence: Intermediate to Advanced / A. Ashley. – Oxford : Oxford University Press, 2019. – 304 c.
6. Ball D. International Business: The Challenge of Global Competition / D. Ball – USA: Irwin McGraw-Hill, 2020. – 600 p.
7. Birkinshaw J. Reinventing management: smarter choices for getting work done / J. Birkinshaw. – San Francisco, Calif.: Jossey-Bass, 2010. – 295 p.
8. Comfort J. Effective presentations / J. Comfort. – Oxford : Oxford University Press, 2009. – 80 p.
9. Dubicka I. Market Leader. Course book : Advanced Business English / I. Dubicka, M. O'Keeffe. – London : Longman, 2019. – 176 p.
10. Farrall C. Professional English in Use Marketing / C. Farrall, M. Lindsley. – Cambridge : Cambridge University Press, 2008. – 144 p.
11. Hill Charles W.L. Global Business Today / Charles W.L. Hill. – USA: McGraw-Hill, 2020. – 530 p.
12. Hill Charles W.L. International Business. Competing in the Global Marketplace / Charles W.L. Hill. – USA: Irwin McGraw-Hill, 2020. – 630 p.
13. Kotler Ph., Armstrong G. Principles of Marketing / Ph. Kotler, G. Armstrong. – USA: Pearson Education, 2020. – 523 p.
14. Oxford Correspondence Workbook : Intermediate to Advanced / A. Ashley. – Oxford : Oxford University Press, 2019. – 112 p.
15. Oxford Dictionary of Business English for Learners of English. – UK: Oxford University Press, 2005. – 491 p.
16. Pilbeam A. Market leader: International Management : Business English / A. Pilbeam. – London : Longman, 2020. – 96 p.
17. 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.
18. Total English [Text]. Advanced : workbook (with key) / Antonia Clare, JJ Wilson. – London : Longman, 2017. – 96 p. + CD-ROM.

### 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 the use 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/publiczna-informaciya> .

### Grading

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

### 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)