Work programme of the discipline:

Course title	**FOREIGN LANGUAGE (ENGLISH) (PROFESSIONAL ASPECT)**
Level of higher education (degree)	FIRST (BACHELOR)
Field of study	07 MANAGEMENT AND ADMINISTRATION
Major	073 MANAGEMENT
Program subject area	MANAGEMENT (ENGLISH)
Status of the discipline	Elective
Mode of studies	FULL-TIME, PART-TIME, E-LEARNING
Total number of hours/ ECTS credits	150 HOURS /5 ECTS CREDITS
Language of instruction	ENGLISH
Lecturer	NOVAK ILONA MYLOSLAVIVNA
Lecturer's profile	Новак Ілона Милославівна — Університет «КРОК»
Tel. number	
E-mail	ilonanm@krok.edu.ua
Consultations	CONSULTATIONS IN MS TEAMS: MONDAY, 14:50 P.M.-16.10 P.M.

1. Brief summary of the course

The course is designed to form general and communicative knowledge in professional and academic spheres, using oral and written forms, in particular, in the field of management, skills and practical knowledge of a foreign language in various types of speech activity according to the topics, determined by professional needs.

This course provides formation of skills of one hundred percent comprehension of texts on professional topics, fluent communication in monologue and dialogic speech.

In order to complete the tasks, students are involved in various activities that are implemented in speech situations, where they apply the knowledge, skills and abilities acquired during their previous experience.

The course focuses on the processes required to transform innovative ideas into actionable results, highlighting the importance of critical and creative thinking in adding value.

2. Learning outcomes

General Competencies (GS):
GS 7. Ability to communicate in a foreign language.
GS 11. Ability to adapt and act in a new situation.
GS 14. Ability to work in an international context.
Professional Competencies (PC):
PC 11. Ability to create and organize effective communications in the management process.
Program learning outcomes (PLO):
PLO 11. Demonstrate skills of situation analysis and communication in various fields of the organization activity.
PLO 13. Communicate orally and in writing in English and other (Ukrainian) languages.

3. Course scope

Type of class	Total number of hours/ ECTS credits - 150 HOURS / 5 ECTS CREDITS		
Total number of hours / mode of studies	**full-time**	**part-time**	**e-learning**
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

4. Prerequisites
Foreign language (English)

5. Hardware and software
PC / laptop, Internet access, camera, microphone

6. Course policies – students must adhere to a code of academic integrity:
https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf
Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.
Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.

Forms of academic dishonesty include:
▪ Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
▪ Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.
▪ Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.
▪ Fabrication - modification or transfer, without permission, academic information, or records.

7. Programme of the course

Module #1

Topic 1: Brands

Authentic product promotions, an interview with a brand consultant, brand and product, outsourcing production, taking part in meetings, writing an e-mail, words that go with brands and product, Present Simple, Present Continuous.

Topic 2: Travel

Business travel priorities, British and American travel words, making arrangements on the phone, organizing meetings, seminars, talking about the future.

Topic 3: Organization

Flexibility in the workplace, company structure, production and marketing, introduction and networking, customer servise reorganisation, management consultancy, words and expressions to describe company structure.

Topic 4: Change

Attitudes to change in retailing, rank stressful situations, words for describing change, taking part in meeting, Past Simple, Present Perfect.

Topic 5: Money

Dealing with figures, attitudes to money, describing trends, inflation, companies to invest in, international finance, words for talking about finance, angel investments, writing e-mail.

Topic 6: Advertising

Advertising practices, authentic advertisement, successful advertising, the global economy, starting presentations, advertising campaign, words for talking about advertising, create and present advertising campaign.

Topic 7: Cultures

Importance of cultural awareness in business, doing business across cultures, idioms for talking about business relationships, modal of advice, obligation and necessity, social English.

Module #2

Topic 1. Employment

The most important qualities for getting a job, best and worst experiences at work, words to describe the recruitment process and personal character, indirect questions and statements, managing meeting.

Topic 2. Trade

Ideas about globalization, fair trade, negotiating, words for talking about international trade, conditions, writing e-mail.

Topic 3. Quality

Ideas of quality, words for talking about quality control and customer service, gerund and infinitives, complaining on the telephone, writing a report.

Topic 4. Ethics

Ethics at work, list of unethical activities, business ethic, words to do with honesty or dishonesty, relative clauses, decision-making, writing e-mail.

Topic 5: Leadership

Qualities of good leadership, describing character, making decisions, profile of a leading Chief Executive, leadership training.

Topic 6. Innovation
Innovations in your daily life in the 21st century, in-company innovation, words and expressions to describe innovations, passive, presentation techniques, writing a short article or press release.

Topic 7. Competition
How competitive you are, losing competitive edge, idioms from sport to describe competitions, modals of probability, negotiating, presentation techniques for a competition, writing e-mail.

8. Course scheme

Topic	Number of hours									Control form
	Full-time			Part-time			E-learning			
	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
Module # 1										
Topic 1. Brands	2	2	7	1	1	9	1	1	9	S, P
Topic 2. Travel	2	2	7	1		9	1		9	S, P
Topic 3. Organization	2	2	8	1	1	9	1	1	9	S, P
Topic 4. Change	2	1	7	1		10	1		10	S, T, CS, P
Topic 5. Money	2	2	7	1		9	1		9	S, P
Topic 6. Advertising	2	1	7	1		9	1		9	S, P
Topic 7. Cultures	2	2	7	1		9	1		9	S, T, CS, P
Module #2										
Topic 1. Employment	2	1	7	1		10	1		10	S, P
Topic 2. Trade	2	1	8	1	1	9	1	1	9	S, P
Topic 3. Quality	2	1	7	1	1	9	1	1	9	S, CS, P
Topic 4. Ethics	2	2	7	1	1	9	1	1	9	S, T
Topic 5. Leadership	2	2	7	1	1	10	1	1	10	IA, S, T, CS, P

Topic 6. Innovation	2	1	7	1	1	9	1	1	9	S, T, P
Topic 7. Competition	2	2	7	1		9	1		9	S, T, CS, P, C
Total hours	**28**	**22**	**100**	**14**	**7**	**129**	**14**	**7**	**129**	-
FINAL CONTROL/Credit										-
TOTAL	**150**			**150**			**150**			-

Control form
IA – individual assignments
S – survey
T – test, mid-term tests
CA – calculation assignments
CS – solving case-studies
P – oral presentation
C - credit

9. Individual tasks

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

Content of an individual educational and research task (educational project)
The individual task consists of three types of questions, task options posted on the moodle platform: 1. Open question: o Requires a detailed, detailed answer based on theoretical knowledge and analysis of additional information. o Tests your understanding of the topic, ability to formulate your own opinions and argue your position. 2. Situational task: o Presents a real professional problem or case that needs to be analyzed and a solution proposed. o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions. 3.Requirements for completing the task: • Clear structure: Answers should be logically structured, contain an introduction, main body and conclusions. • Argumentation: Each statement must be supported by arguments and references to sources. • Originality: Answers must be your own and contain no plagiarism. • Design: The work must be designed in accordance with the requirements specified on the moodle platform.

10. Teaching methods

In the process of studying the discipline "English", various types of educational activities, teaching methods and technologies are used.
Types of educational activities:

1.Explanatory-illustrative, reproductive, problem-based teaching of educational material, communicative methods that ensure the formation of both professional-psychological and necessary communicative speech competences (linguistic, sociolinguistic and pragmatic) in the spheres of professional and situational communication in oral and written forms;

2.Formation of self-education skills and abilities; development of critical and analytical thinking; improving the skills of practical command of a foreign language in various types of speech activity in the scope of topics determined by professional needs;

3.Development of the skills to obtain the latest professional information through foreign sources and mastering the means of its processing and forms of organization according to students' educational activities, especially during practical classes, working in small groups, role-playing.

Teaching methods and technologies:

1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.

2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.

3. Case method: analysis of real business situations, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.

Use of information technologies: interactive platforms for learning

11. Control methods

Control measures are used to determine the success of training. Control measures include mid-term tests (2) and final control.

Mid-term tests are carried out during practical (seminar) classes and is aimed at checking the level of preparedness of the student to perform a specific task.

The final control is carried out to evaluate the learning results after the end of the study of the discipline (semester control) or modules separated according to the working curriculum.

During the study of this course, the following forms of current control are used: a mid-term tests.

When studying this course, the following form of semester control is used: credit.

12. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100, taking into account optional tasks - 120 points) and the national scale.

General course evaluation system: Participation in the work during the semester / credit – 70%/30%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of your arguments are evaluated. The assignments should be presented in Moodle.

13.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Modules #1 & #2		
Solving case-studies (3 x 5 points)	15	
Calculation assignments (4 x 2,5 points)	10	
Surveys / Test (2 x 5 points)	10	
Oral presentation (2 x 5 points)	10	
Individual work (1 x 10 points)	10	
Mid-term test (2 x 7,5 points)	15	
Total for modules #1 & #2	70	
Semester-module control work		30

Total for the course	**100**

13.2. Conditions for awarding points

1. Solving case-studies (Maximum Score – 5 Points)

   - Completeness of the Solution (2 Points): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
   - Accuracy of Answers (2 Points): All numerical data and calculation results must be accurate.
   - Clarity of Presentation (1 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

2. Calculation assignments (Maximum Score – 2,5 Points)

   - Completeness of the Solution (1 Point): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
   - Accuracy of Answers (1 Point): All numerical data and calculation results must be accurate.
   - Clarity of Presentation (0,5 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

3. Tests (Maximum Score – 5 Points)

   - Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 20).

4. Survey (Maximum Score – 5 Points)

   - Correctness of Answers (3 Points): Answers to questions must be accurate and correct.
   - Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.

5. Oral presentation (Maximum Score – 5 Points)

   - Substance (2 Points): Completeness and depth of topic coverage, inclusion of relevant data and examples.
   - Visual Presentation (2 Points): Quality of slides, use of graphics, clarity, and aesthetics.
   - Communication Skills (1 Point): Ability to convey information to the audience, respond to questions, and engage listeners.

6. Individual Work (Maximum Score – 10 Points)

   - Depth of Research (3 Points): Quality of topic analysis, use of various sources of information and literature.
   - Structure and Formatting (2 Points): Adherence to formatting requirements, logical structure of the work, correctness of citations.
   - Originality and Creativity (2 Points): Presence of personal conclusions, recommendations, and interesting ideas.
   - Responses to Questions (3 Points): Engagement in presenting work results, participation in discussions, and feedback.

7. Mid-term tests (Maximum Score – 7,5 Points)

   - Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 30).

13.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

14. Methodological provision

Attention students: all educational and methodological materials are submitted in Moodle Course.

15. Recommended literature

Basic

1. Market Leader. Intermediate. David Cotton, David Falvey. Simon Kent. - Pearson Education Limited, 2012. – 169 p.
2. Market Leader. Upper Intermediate. David Cotton, David Falvey. Simon Kent. – Financial Times Publishing. 2013. – 160 p.
3. Market Leader. Advanced. John Rogers. - Pearson Education Limited, 2006. – 95 p.
4. Enterprise. Grammar, Virginia Evans. Jenny Dooley - Express Publishing, 2000. - 159 p.
5. Grammarway 3. Jenny Dooley, Virginia Evans. – Express Publishing, 1999. – 269 p.

Additional

1. Dignen B. Fifty Ways To Improve Your Intercultural Skills.B. Dignen, J. Chamberlain. – London: Summertown Publishing, 2009.
2. Duckworth M. Grammar in Practice . M. Duckworth. – Oxford: Oxford University Press, 1995.
3. Uvarova Y. Company. Practice book / Y. Uvarova – Kyiv: "KROK" University, 2011. – 50 p.
4. Conway D. and Shirreffs B. On Course for IELTS / D. Conway and B. Shirreffs – Oxford: Oxford University Press, 2012. – 160 p.
5. Cullen Pauline, French Amanda, Jakeman Vanessa The Official Cambridge Guide to IELTS For Academic & General Training Student's Book with Answers / Pauline Cullen, Amanda French, Vanessa Jakeman – Cambridge University Press and UCLES, 2014. – 398 p.
6. Hughes J., Mallet A. Successful Presentations. Student's Book / J. Hughes, A. Mallet – Oxford: Oxford University Press, 2012. – 178 p.
7. Jakeman V. and McDowell C. Step up to IELTS / V. Jakeman and C. McDowell – Cambridge: Cambridge University Press, 2004. – 80 p.
8. Kay S. Inside Out. Upper-Intermediate. Student's book / S. Kay – Oxford: Macmillan, 2001. – 160 p.
9. McCarter S. and Ash J. IELTS Testbuilder / S. McCarter and J. Ash – Oxford: Macmillan, 2011. – 175 p.
10. Gore S., Smith D. Gordon English for Socializing / S. Gore, D. Gordon Smith – Oxford: Oxford University Press, 2007. – 80 p.

Work programme of the discipline:

Compiled by: NOVAK ILONA MYLOSLAVIVNA.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).