

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЗАХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ІВАНО-ФРАНКІВСЬКИЙ НАВЧАЛЬНО-НАУКОВИЙ
ІНСТИТУТ МЕНЕДЖМЕНТУ

ЗАТВЕРДЖУЮ
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ЗАТВЕРДЖУЮ
Проректор з НІПР
Віктор ОСТРОВЕРХОВ



РОБОЧА ПРОГРАМА
з дисципліни
«ДІЛОВІ КОМУНІКАЦІЇ АНГЛІЙСЬКОЮ МОВОЮ»

ступінь вищої освіти – магістр
галузь знань – 07 Управління та адміністрування
спеціальність – 073 Менеджмент
освітньо-професійна програма - Менеджмент

Кафедра міжнародної економіки, маркетингу і менеджменту

Форма навчання	Курс	Семестр	Лекції (год.)	Практ. (семін.) (год.)	ІРС (год.)	Тренінг (год.)	Самост. робота студ. (год.)	Разом (год.)	Залік (сем.)
Денна	1	1	16	30	5	4	65	120	1

30.08.2024
[Signature]

Івано-Франківськ – ІФННМ
2024

**STRUCTURE OF THE DISCIPLINE
"BUSINESS ENGLISH COMMUNICATION "**

1. Description of the discipline

Discipline – Business English communication	Field of knowledge, specialty, Degree of higher education	Characteristics of the academic discipline
Number of ESTS credits: 5	Field of knowledge - 07 Management and administration	The status of the discipline is compulsory Language of teaching: English
The number of credits modules - 3	Specialty - 073 Management	Academic year: 1 full time Semester: 1
Number of content modules - 2	Educational and scientific program - Management	Lectures: <i>16 h</i> Practicals: <i>60 h</i>
The total number of hours – 120	The degree of higher education - Master's degree	Independent work: Full-time - <i>65 hours</i> . Training: Full time- <i>4 hour</i> Individual. work: Full-time - <i>5 200</i>
Weekly hours:– 8, 4 of them are in the classrooms		Type of final control - credit

2. The purpose and tasks of the discipline "Business English Communication"

2.1 The purpose of the discipline "Business English Communication"

The goal of the discipline is the development of communicative ability in the spheres of business and professional discourse in oral and written forms, as well as the development of sustained interest in its content. Studying the discipline "Business Communications in English" requires a higher level of English language proficiency, mandatory mastery of the program of the previous stages of the courses, as well as purposeful, persistent work, active interaction and cooperation in practical classes and independent completion of a complex practical individual task.

The task of the discipline consists of the development of the students' communicative culture and intercultural competence, in the acquisition of practical English language skills in various spheres of speech activity in business and partnership contacts, and the establishment of diplomatic partnerships with native speakers.

The development of communicative culture involves mastering the language as a means of communication. The formation of business intercultural competence is connected with the need for active participation in communication with representatives of different cultures. All of the above should stimulate the development of the skills of adequate speech behavior in business meetings and negotiations, diplomatic debates, in presentations and speeches.

In addition, the task of the course is to develop speaking skills and other professional needs (processing of the latest information, searching for materials from original foreign sources, working with business papers).

2.2. Name and description of competences, the formation of which ensures the study of the discipline:

GC2. Ability to communicate with representatives of other professional groups of various levels (with experts from other fields of knowledge/types of economic activity);

GC3. Skills in using information and communication technologies;

GC4. Ability to motivate people and move towards a common goal

2.3. Prerequisites for studying the discipline

In order for students to master the necessary theoretical knowledge and acquire practical skills in business communications, they need to have at least a B1 level of English.

A prerequisite for studying the discipline is the successful completion of the single entrance exam in the master's degree in English.

2.4. Training results:

PLO 7. Organize and carry out effective communications within the team, by representatives of various professional groups and in the international context;

PLO 9. To be able to communicate in professional and scientific circles in national and foreign language

3 Course outline "Business English Communication"

Content module I.

Topic 1. Business English communication as an element of professional activity

1. Subject and tasks of the course "Business English communication "
2. Functions and communicative intentions of business communication
3. Written and oral forms and types of business communication
4. Business and other styles of modern English speaking.

Topic 2. Intercultural communication

1. Cultural diversity, its importance and role in business communication
2. Advantages and problems of cultural diversity.
3. Intercultural business relations
4. Verbal and non-verbal aspects of intercultural business discourse

Topic 3. Communicative strategies of oral types of business speech

1. Communicative strategies of oral monologue speech (trade presentations, speeches, public addresses, instructions, etc.)
2. Communicative strategies of oral dialogic speech (conversations, informal/formal discussion, debates, interviews, negotiations, joint planning, meetings, etc.)

Topic 4. Communicative strategies of written types of business communication

1. Communicative strategies of creative writing (articles for newspapers, websites, social networks, etc.)
2. Communicative strategies of business writing (questionnaires, transactions, business letters, reports, minutes of meetings, presentations, etc.)

Topic 5. Information and communication technologies in business broadcasting in the period of global economy

1. Modern information and communication technologies (short messages, tele- and video conferences): advantages and disadvantages of use in business relations.

2. Social networks as a form and means of business communication, corporate culture and organization of business relations.
3. Internet and social networks for employment: features of electronic questionnaire, cover letter, audio interview, video resume, video vacancies

Content module 2.

Topic 6. Communicative speech strategies in negotiations

1. Negotiations and mediation as a type of communication. Types of negotiations.
2. Linguistic, sociolinguistic, linguistic and pragmatic speech strategies of different stages of negotiations.

Topic 7. Scientific style of speech in the communication

1. Linguistic features of the scientific style and its sub-styles (scientific, popular science and scientific-educational) and genres (monograph, scientific article, dissertation, theses, thesis, abstract) of the modern English language.
2. Linguistic and pragmatic means of expressing scientific information (transmission of information, specification of information, review of literature, systematization, verification of data and results, generalization, giving examples, explanations, summaries).
3. Preparation and writing of a scientific text. Peculiarities of writing an abstract

Topic 8. Translation as a means of business communication

1. Types and types of translation. Terms translation
2. Peculiarities of translation of scientific and journalistic texts.
3. Features of translation of economic texts.

**3. Credit structure of the discipline "Business English Communication "
(full-time education)**

Topic	Lectures	Practicals	Independent work	Individual work	Training	Types of control
Content module 1.						
Topic 1. Business English communications	2	4	10	2	2	Current survey, tests
Topic 2. Intercultural communication	2	4	10			
Topic 3. Communicative strategies of oral types of business speech	2	4	10			
Topic 4. Communicative strategies of written types of business communication	2	4	10			Module test
Topic 5. Information and communication technologies in business broadcasting in the period of global economy	2					Current survey, tests

Content module 2.						
Topic 6. Communicative speech strategies in negotiations	2	4	5	1		Current survey, Tests Module test
Topic 7. Scientific style of speech in the communication	2	4	5	1		
Topic 8. Translation as a means of business communication	2	2	5	1		
Content module 3. Training					2	Training
Content module 4. Essay						Presentation s
Всього	16	30	65	5	4	

5. Subjects of practicals

Practical 1.

Topic 1. Business English communication as an element of professional activity

Goal: mastering and mastering the communicative categorical apparatus, regularities of functions, types, forms, strategies and intentions of business speech.

Questions for discussion:

1. Communicative speech activity on the topic of types and forms of business speech.
2. Completing tasks for the formation of speaking skills on the topic
3. communicative intentions and strategies of business speech
4. Communicative situational tasks: features of official business style in oral and written forms

Practical 2.

Topic 2: Intercultural business communication

Purpose: formation of communicative skills of intercultural business communication

Questions for discussion:

1. Communicative speech activity on the topic of advantages and problems of cultural diversity.
2. Communicative speech means of greeting foreign guests, maintaining a conversation, inviting, accepting or rejecting offers
3. Communicative situational tasks: Verbal and non-verbal means of intercultural business discourse.

Practical 3

Topic 3: Communicative strategies of oral monologic business speech

Purpose: formation of communicative and monologic business speech

Questions for discussion:

1. Presentation strategy as an important communicative strategy of oral business discourse.

2. Communicative speech activity on the topic of presentation techniques for attracting and retaining the attention of the audience, presenting goals and objectives, structuring information, combining and coordinating ideas, using and explaining illustrative, visual elements, generalizations and summaries.

Practical 4

Topic 3: Communicative strategies of oral dialogic business speech.

Telephone conversations.

Purpose: formation of speaking skills of telephone conversations

Questions for discussion:

1. Communicative activity of conducting telephone conversations with partners.
2. Communicative speech strategies for preparing for the organization of a business telephone conversation (language means of expressing reasons, goals, information requests, predicting results, talking to a secretary, conveying a message, asking to repeat, offering help, correcting mistakes).

Practical 5

Topic 4: Communicative strategies of oral and written business speech. Business meetings

Purpose: formation of speaking skills for conducting business meetings

Questions for discussion:

1. Communicative speech activity on the topic of holding business meetings: meetings, meetings, discussions: language tools for organizing meetings and keeping minutes of meetings
2. Communicative strategies for expressing the goal, issues of discussion, management, ascertaining and solving problems, presenting points of view, making/postponing decisions, resolving conflicts.

Practical 6

Topic 4. Communicative strategies of written types of business communication. Business letters

Purpose: formation of communicative skills of written business communication

Questions for discussion:

Communicative strategies of business writing (questionnaires, transactions, business letters, reports, minutes of meetings, presentations, etc.)

1. Verbal forms of expressing communicative intentions, requests to provide information, complaints, advertising messages, organization of events, exhibitions, etc.
2. Communicative strategies of creative writing (articles for newspapers, websites, social networks, etc.)
3. Communicative situational tasks of creative and business writing

Practical 7

Topic 5. Information and communication technologies in business broadcasting in the period of global economy

The purpose of forming communicative skills of business communication with the help of communication and information technologies

Questions for discussion

1. Modern information and communication technologies (short messages, tele- and video conferences): advantages and disadvantages of electronic business broadcasting.
2. Social networks as a form and means of electronic business communication, corporate culture and organization of business relations

Practical 8

Topic 5. Information and communication technologies in business broadcasting in the period of global economy

Purpose: formation of communicative skills of business communication with the help of communication and information technologies

Question for discussion.

1. Internet and social networks for company management, employment, product promotion.
2. Features of electronic forms of employment application form, cover letter, video interview, video resume, video vacancies

Practical 9

Topic 6. Communicative speech strategies in negotiations Purpose: formation of communicative skills in negotiations

Questions for discussion:

1. Communicative speech activity on the topic of negotiations and mediation, types of negotiations.
2. Carrying out exercises for the formation of communicative skills of negotiations: (representing intentions, expressing expectations, forming a position)
3. Carrying out exercises for the formation of communication skills of nomination
4. proposals/arguments, concessions, acceptance and confirmation of information, conclusion of an agreement.

Practical 10

Topic. Communicative speech strategies in negotiations

Purpose: formation of communication skills for conducting negotiations

Questions for discussion:

1. Communicative speech activity on the topic of various stages of negotiations.
2. Carrying out exercises for the formation of communication skills of the suggestion deviation; proposals, settlement of conflicts, conclusion of negotiations and further prospects of activity

Practical 11.

Topic 7. Scientific speech style in the communication aspect

Purpose: formation of communicative speech strategies of scientific speech

Questions for discussion:

1. Linguistic features of the scientific style and its sub-styles (scientific, popular science, and scientific-educational) and genres (monograph, scientific article, dissertation, theses, thesis, abstract) of the modern English language.
2. Linguistic and pragmatic means of expressing scientific information (transmission of information, specification of information, review of literature, systematization, verification of data and results, generalization, giving examples, explanations, summaries).

Practical 12.

Topic 7. Scientific speech style in the communication aspect. Basics of academic writing

Purpose: formation of communicative speech strategies of the basics of academic writing

Question for discussion

1. Communicative speech activity on the topic of types of academic texts according to the form of communication and the method of presentation of the material
2. Communicative speech activity on the topic of structuring a scientific text
3. Communicative speech activity on the topic of peculiarities of writing an annotation
4. Writing an abstract for a professional article.

Practical lesson 13.

Topic 8. Translation as a means of business communication

Purpose: formation of communicative translation skills

Questions for discussion:

1. Communicative speech activity on the topic of types and types of translation.
2. Communicative speech activity on the topic of translational transformation of the translation of industry terms.

Practical lesson 14, 15

Topic 8. Translation as a means of business communication

Purpose: formation of translation skills of professional text

Questions for discussion:

1. Communicative speech activity on the topic of peculiarities of translation of economic texts.
2. Translation of an economic text.

6. Training in the discipline "Business communications in English"

Training is the process of improving acquired knowledge and skills through experience to achieve effective performance in a specific field.

The purpose of the training is to generalize theoretical knowledge, skills and abilities acquired by students during the study of the academic discipline "Business Communications in English" and to apply them in practical activities.

The structure of the training

The introductory part is conducted to familiarize students with the topic of the training session.

The organizational part consists in creating a working mood in the team of students, determining the rules for conducting a training class.

The practical part is implemented by completing the tasks of the training class.

Summing up. The results of the completed tasks are discussed, opinions on the issues of the training topic, summing up, evaluation of the effectiveness of work in groups and achievement of the training goals are discussed.

Tasks of the training

Training 1. To analyze cross-cultural features (positive and negative features) of Ukrainian and American business methods. Compile a list of recommendations for Ukrainian and American entrepreneurs for effective activities between the two business and cultural communities. Exchange of ideas and discussion.

Training 2. Based on a situational task (Communicative speech strategies in leadership

7. Independent work

Independent work of students is an important component of effective training of specialists of any educational and qualification level and any specialty. Since the interests of economic profile students are concentrated around their future profession, the content and character of independent extracurricular work is consistent with the most profound and significant motives of their activity related to the profiling specialty. With the limitation of study classroom time, as well as taking into account the mandatory condition of the intensive nature of exercises for mastering a foreign language, there is a need to teach students to work independently outside classroom time.

A set of stable leading motives that orient students to creative work and express their desire to self-improve, grow professionally in their chosen field, make it possible to understand the existence of a close relationship between a foreign language and the future profession, thanks to which, with the help of a foreign language, they have the opportunity to multiply and deepen their knowledge in the specialty. Therefore, independent work in the discipline "Business Communications in English" is carried out in two forms that require significant time and effort: activities related to the profiling specialty.

- reading for professional and academic needs;
- writing for professional activities and academic needs.

The following list of topics is offered for independent study by students. They are to be studied in the recommended sequence after careful study of the material provided for classroom work. The basis for familiarization is the literary sources given in the list. If there are unclear questions, students are recommended to consult the teacher in order to obtain clarifications regarding the organization of independent work and a possible expansion of the list of literary sources.

The main goal of independent tasks is to improve language and speech skills, systematize them and form an understanding of the communicative features of the profession in an international context. Individual tasks are aimed at the formation of the following foreign language competences: 1) grammatical; 2) lexical; 3) sociolinguistic; 4) linguistic and cultural; 5) pragmatic. It is also important to develop skills in working with spelling, reference literature and electronic resources for oral and written communication in the professional and academic sphere. The purpose of the performance is to demonstrate the ability to conduct a proper search, the ability to critically evaluate and interpret complex patterns of human behavior in organizational settings, as well as to convincingly prove one's arguments to the listener (reader). The task is performed in the form of presentations and is one of the mandatory components of credit. The topic is given to the student in the first two weeks of study and is completed during the semester in accordance with the established schedule, compliance with which is a necessary prerequisite for admission to passing the modules.

Topics for independent work on the discipline "Business English communication "»

List of topics:

1. Types of negotiations and their features, taking into account cross-cultural differences.
2. Peculiarities of intercultural business communication in the 21st century.
3. Verbal and non-verbal means of communication.
4. Business correspondence in globalized business: types of business letters and features of their writing.
5. Features of writing resumes and cover letters.
6. Planning business presentations.
7. Business meetings and business ethics.
8. Translation of a scientific article in the field of management and marketing.
9. Translation of a scientific article in the field of economics and entrepreneurship.
10. Peculiarities of writing an abstract and a response to professional works in the field of management and administration.
11. Corporate culture.
12. Peculiarities of using grammatical structures of the English language in business documents
13. Communicative speech strategies of business communication: economical use of language means, standardization and structuring of information, use of terminology, tendency to use short sentences, low degree of use of emotional and expressive means, weak individuality of style.
14. Communicative speech strategies of argumentation.
15. Intercultural features of business communication in Great Britain (USA, China, Germany, France, Scandinavian\Arab\African countries) Planning of business presentations.
16. Business meetings and business ethics.
17. Translation of a scientific article in the field of management and marketing.
18. Translation of a scientific article in the field of economics and entrepreneurship.
19. Peculiarities of writing an abstract and response to professional updates in the field of management and administration.
20. Corporate culture.
21. Peculiarities of using grammatical structures of the English language in business documents
22. Communicative speech strategies of business communication: economical use of language means, standardization and structuring of information, use of terminology, tendency to use short sentences, low degree of use of emotional and expressive means, weak individuality of style.
23. Communicative speech strategies of argumentation.
24. Intercultural features of business communication in Great Britain (USA, China, Germany, France, Scandinavian\Arab\African countries)

8. Teaching methods

While teaching, the following are used: lectures, practical classes, classes, consultations, independent work, work in groups, survey methods, testing, creation of practical situations, abstracts, performance of analytical and practical tasks.

9. Assessment tools and methods of demonstrating learning outcomes

In teaching the discipline "Business Communications in English", the following methods of demonstrating learning outcomes are used:

- standardized tests;
- current survey;
- practical tasks;
- credit module testing and survey;
- team projects;
- conducting situational, role-playing and simulation games;
- presentations of the results of completed tasks and research;
- student presentations (abstracts)
- written work;
- independent work of students
- credit

10. Evaluation policy

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

The final score (on a 100-point scale) from the discipline "Business communications in the market of medical services (in a foreign language)" is determined as a weighted average value, depending on the specific weight of each credit component.

Credit module 1		Credit module 2		Credit module 3	Credit module 4
20%	20%	20%	20%	5%	15%
Current assessment	Module control 1	Current assessment	Module control 2	Training	Independent work
Arithmetic average of the grades obtained during practical classes 1-8 on topics 1-4 at least once every 2 practical classes	Modular control work (topics 1-4)	Arithmetic average of the grades obtained during practical classes 9-15 on topics 5-8 at least once every 2 practical classes	Modular control work (topics 5-8)	The grade is defined as the arithmetic average of the grades obtained for the corresponding tasks during the training	Assessment for the essay

Evaluation scale:

ECTS	Grades	Content
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactory
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course

Recommended sources of literature

1. Gonchar K. L., Trygub G. V., Khnykina O. O. English for Business Communication: teaching method. manual Lutsk: Vezha-Druk, 2022. 253 c.
2. Tasks for independent work on the English language for students of economic specialties. / Compilers: Rybachok S.M. Duda O.I. Ternopil: Vector, 2021. 85 p.
3. Educational English-Ukrainian economic dictionary / Compilers: Rybachok S.M. Duda O.I., Ternopil, 2021, 65 p.
4. Rybachok S., Duda O., English-Ukrainian translation of commonly used vocabulary of economic discourse texts. Scientific Bulletin of the International Humanitarian University. Ser.: Philology. 2023 No. 60 Volume 1 c153-7. <http://www.vestnik-philology.mgu.od.ua/index.php/arkhiv-neriv?id=220>
5. Rybachok S., Koshil N.E., Rybina N.V., Hyryla O.S. Methodical recommendations for the

- implementation of the KPIZ in the discipline "Business communications in English" Ternopil, ZUNU, 2022. 75 с.
6. Rybina N.V., Rybachok S.M., Koshil N.E., Hyryla O.S. Methodical recommendations for conducting practical classes in the discipline "Business communications in English". - Ternopil: Vector, 2021. 64 p.
 7. Rybina N.V., Shtokhman L.M., Rybachok S.M., Gumovska I.M., Koshil N.E. "Business communications in English". method. recommendations. Ternopil: Vector, 2022. 135 рДілові комунікації англійською мовою". метод. рекомендації. Тернопіль: Вектор, 2022. 135 с
 8. Aja Frost. The 5 Types of Business Etiquette// <https://blog.hubspot.com/sales/types-business-etiquette>
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 10. Michael Bennie A guide to good business communication. Published by How To Content, United Kingdom, 2009, 177 p
 11. Dubicka Y, O'Keerf M. Business Partner B1+. Pearson Education LTD, 2021.
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 14. Mascull B. Business vocabulary in use. .Advanced. Cambridge University press. 2017, 178p.
 15. Sweeney S. English for Business Communication. Cambridge University Press, 2010.
 16. Business English: URL: <https://learnenglish.britishcouncil.org/business-english>
 17. McCarthy, O'Dell F. Academic vocabulary in use. Cambridge university press. P178.
 18. English In The Fields Of Science And Research:URL:<https://Englishlive.Ef.Com/Blog/Career-English/Science-Vocabulary> English Grammar: URL: <https://learnenglish.britishcouncil.org/grammar>
 19. Longman Dictionary of Contemporary English Online: URL: <https://www.ldoconline>.

