

**SYLLABUS
PROFESSIONAL LANGUAGE IN USE**



Educational Qualifying Level – Bachelor

Speciality – 022 Design

Educational and Professional Program – Graphic Design

The number of credits ECTS – 5

The language of teaching is English

Lecturer

Doctor of Science in Philology, Professor — **Iryna Shkitska**

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COURSE DESCRIPTION

“Professional Language in Use” will provide students with specialist language knowledge and professional communication skills they need in their job. After taking this course students will be able to express business concepts in English. The course aims to introduce key business vocabulary, and revise important grammatical structures and functional areas while developing listening, speaking, reading, and writing skills. Students will learn the functional language and expressions, and develop a practical use of English as well as fluency.

This academic course has been created to prepare experts, who understand successful business communication as a guarantee of success and a platform for productive business relationships. Studying the course will contribute to the personal growth of students and increase their professional and speech culture. Considerable attention in studying the course is paid to the practical, applied component. This is provided by practical classes, testing, and discussions on various business situations.

The versatility and complexity of the questions raised in this course lead to recourse to various sources of information. Some issues of this subject are reflected in textbooks, and monographs, compiled by experts in various fields of knowledge: linguistics, psychology, sociology, ethics, history, document science, logic, and other related subjects.

SUBJECT CONTENT

Hours (lectures / seminars)	Topic	Learning outcomes	Tasks
2 / 2	Topic 1: Communication	<ul style="list-style-type: none"> to understand the importance of English in working lives 	Tests Discussions

		<ul style="list-style-type: none"> • to know basic telephone language • can write letters and email in English • to tell about the future position and workplace 	Exercises
2 / 2	Topic 2: Careers	<ul style="list-style-type: none"> • to know what motivates people to work and what they expect from their jobs • to explore different attitudes towards work • to know about the different types of careers • can apply for a position in English 	Tests Discussions Exercises
2 / 2	Topic 3: Employment	<ul style="list-style-type: none"> • to look in more detail at different sectors of business • to know what skills might be required to work in them • to be able to describe themselves and apply for employment 	Tests Discussions Exercises
2 / 2	Topic 4: Import-Export	<ul style="list-style-type: none"> • to find out about international trade and the World Trade Organization • to revise the rules on countable and uncountable nouns • to practice telephone conversations with a focus on register • to get familiar with invoices 	Tests Discussions Exercises
2 / 2	Topic 5: Marketing	<ul style="list-style-type: none"> • to consider marketing as one of the most accessible aspects of business • to understand the difference between selling and marketing • to know main marketing concepts such as brand, USP, and product life cycle • to revise modals of obligation and ability • can present the advantages and benefits of a product • to know how to write a follow-up marketing letter 	Tests Discussions Exercises
2 / 2	Topic 6: Retail	<ul style="list-style-type: none"> • to be able to discuss how retail as a type of selling has changed • to know and can describe different types of retail outlets, channels of distribution, strategic stocking, and e-commerce • can use the expressions for giving 	Tests Discussions Exercises

		<p>instructions in the context of online shopping</p> <ul style="list-style-type: none"> • to be familiar with the structure of the memo and be able to write it 	
2 / 2	Topic 7: Competition	<ul style="list-style-type: none"> • to know how companies work on updating, adapting, and relaunching their products to improve their production • to revise comparatives and superlatives • to practice making suggestions in a meeting to discuss improvements to a product • to be familiar with the rules of writing a letter of complaint 	<p>Tests Discussions Exercises</p>
2 / 2	Topic 8: Innovation	<ul style="list-style-type: none"> • to know about new inventions and how innovation turns a new idea into something profitable • to analyze different examples of innovation • to develop communication skills and language of making a presentation of the products or services • to get familiar with the rules of writing a piece of promotional copy 	<p>Tests Discussions Exercises</p>
2 / 2	Topic 9: Money & Negotiation	<ul style="list-style-type: none"> • to know how to negotiate the price of goods • to improve their negotiation skills • to know how a successful salesperson deals with their customers • to find out about how new businesses are raising capital • to practice negotiating a deal • to know about the connection between negotiation and culture & situation • can correctly use the first and second conditional • to know the rules of writing a letter requesting payment for a late invoice 	<p>Tests Discussions Exercises</p>
2 / 2	Topic 10: Market research	<ul style="list-style-type: none"> • to know how to advertise and promote products • to be familiar with principles of 	<p>Tests Discussions Exercises</p>

		<p>marketing</p> <ul style="list-style-type: none"> • to use relative pronouns and clauses • to practice expressions to show regret and criticism • to know how to produce a mailshot for a product of their choice 	
2 / 2	Topic 11: Investment	<ul style="list-style-type: none"> • to know the language relating to trading on the stock market • to be able to analyze trends in the market and the economy • to use correctly reported speech and the language of meetings • to write minutes and agendas in the context of an investment club meeting 	<p>Tests Discussions Exercises</p>
2 / 2	Topic 12: Ethics	<ul style="list-style-type: none"> • to know the ways to describe replace crimes and punishments • to use the third conditional in the context of ethical behavior • to express regrets and criticism • to write a mailshot letter to advertise a product or service 	<p>Final Control work</p>

RECOMMENDED SOURCES OF INFORMATION

1. Bill Mascull. Business vocabulary in use. Advanced with Answers. Third edition. Cambridge University Press, 2018. 176 p.
2. Business Builder. Macmillan Education (different levels).
URL: <https://www.macmillanenglish.com/ua/catalogue/courses/business-english>.
3. Business one: one / Rachel Appleby, John Bradley, Brian Brennan, Jane Hudson, Nina Leeke and Jim Scrivener. Oxford University Press (different levels) URL: <https://tsp-books.com/>
4. Business Communication: Open Textbooks URL:
<https://guides.lib.byu.edu/c.php?g=662911&p=4659439>.
5. English for Everyone: Business English course Book. DK. Penguin Random House (different levels).
URL: <https://languageadvisor.net/english-for-everyone-business-english-course-book-level-2/>
6. Grammar for Business / Jeanne McCarten, Jeanne McCarten, David Clark, Rachel Clark. Cambridge University Press, Klett Ernst / Schulbuch, 2019.
7. Intelligent Business. Pearson (different levels).
URL: http://www.pearsonlongman.com/intelligent_business/bec_tests.html.
8. Introduction to Business / Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt. OpenStax, 2018.
9. Kelly Quintanilla Miller, Shawn T. Wahl. Business and Professional Communication: KEYS for Workplace Excellence, 2020.
10. Market leader / David Falvey, David Cotton, Simon Kent, Margaret O'Keeffe, Iwonna Dubicka. 3-d edition Pearson.

COURSE POLICIES

- **Academic Integrity.** The student-faculty relationship is based on trust and mutual respect, which can be seriously undermined by the suspicion or reality of academic dishonesty. Academic dishonesty includes, but is not limited to, improper group work, reuse of a paper from another course, and/or cheating on a test or quiz.
- **Assignments.** Assignment sheets will be distributed per chapter. Because this course requires your active participation, assignments must be prepared in advance of each class session. Homework is collected at the start of each class session. Anything not handed in then, is considered late.
- **Class Attendance.** Attendance and participation in all class sessions are essential and will be noted daily.
- **Late Papers.** I will accept late papers; however, the grade for the paper will be reduced by 5% for every 24 hours, or fraction thereof, that the paper is late. If you miss one of the 4 Module tests for a legitimate reason (e.g. illness, with a note from the Health Center), the percentage allotted to this test will be added to the final exam.

EVALUATION SYSTEM

Module 1		Module 2	Module 3
40%	40%	5%	15%
Current assessment	Control work	Participation in trainings	Independent work

Module 1	Module 2	Module 3	In total
80%	5%	15%	100%
1. Current assessment (40%). 2. Control work (40%). The assessment for test questions (10) is 2 points for each correct answer (the maximum score is 20). The assessment for theoretical questions is a maximum of 40 points. The maximum score for the case task is 40 points.	The assessment for participation in trainings is a maximum of 20 points. The assessment for the individual task is a maximum of 80 points, of which the score for the content of the report is a maximum of 40 points. The score for the oral representation of the individual task is a maximum of 20 points. The score for the multimedia support of the report is a maximum of 20 points.	Assessment of independent work: testing in Moodle	

GRADING SCALE

Total grade of academic transcript	ECTS grade	National grade	
		Exams, course research projects	Credit tests
90–100	A	Excellent	Passed
85–89	B	Good	
75–84	C	Satisfactory	
65–74	D		
60–64	E		
35–59	FX	Unsatisfactory	Not passed
1–34	F		