

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
West Ukrainian National University
Faculty of Social Sciences and Humanities

ASSERT
Dean of the Faculty
of Social Sciences and Humanities
Oksana HOMOTYK
« 31 » 2023.

ASSERT
Executor of duties of the vice-rector for
scientific and pedagogical work
Victor OSTROVERHOV
« 31 » 2023.

ASSERT
Director of the Educational and
Scientific Institute of
Modern Educational Technologies
Svyatoslav PYTEL
« 31 » 2023.

WORK PROGRAM

of the academic course «Professional Language in Use»

Educational Qualifying Level – Bachelor

Branch of Knowledge – 06 Journalism

Speciality – 061 Journalism

Educational and Professional Program – Legal Journalism

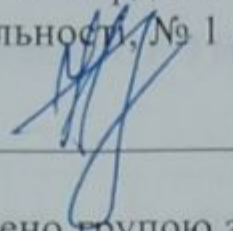
Department of Information and Socio-Cultural Activities

Attendance mode	Year	Semester	Lectures	Seminar classes	Ind. student's work	Trening, CPIT	Independent student activity	In total	Semester credit (sem.)
Full-time education	4	8	24	24	3	6	93	150	8
Extramural	4	8	8	4	-	-	138	150	8

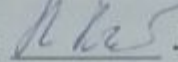
Ternopil – WUNU
2023

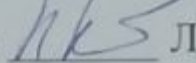
Робочу програму склала д-р філол. наук, професор кафедри інформаційної та соціокультурної діяльності Шкіцька Ірина Юріївна.

Робоча програма затверджена на засіданні кафедри інформаційної та соціокультурної діяльності, № 1 від 28 серпня 2023 року.

Завідувач кафедри  канд. іст. наук, доцент Ірина НЕДОШИТКО

Розглянуто та схвалено групою забезпечення спеціальності 061 «Журналістика», протокол № 1 від ___ серпня 2023 року.

Голова ГЗС, к.н. із соц. ком., ст. викладач  Людмила КОМІНЯРСЬКА

Гарант ОПП, к.н. із соц. ком., ст. викладач  Людмила КОМІНЯРСЬКА

**THE STRUCTURE OF THE WORK PROGRAM
OF THE ACADEMIC COURSE**
«Professional Language in Use»

1. THE DESCRIPTION OF THE ACADEMIC COURSE «Professional Language in Use»

Academic course «Professional Language in Use»	Branch of knowledge, speciality, educational qualifying level	Characteristics of the subject
The number of credits ECTS is 5	Branch of Knowledge 06 «Journalism»	The status of the academic course elective. The language of teaching is English
The number of academic modules is 3	Speciality 061 «Journalism»	Year of study <i>Full-time study – 4</i> <i>External study mode – 4</i> Semester <i>Full-time study – 8</i> <i>Part-time study – 8</i>
The number of content modules is 2	Educational and Professional Program «Legal Journalism»	Lectures <i>Full-time study – 24</i> <i>Part-time study – 8</i> Seminar classes <i>Full-time study – 24</i> <i>Part-time study – 4</i>
The total number of hours is 150	Educational Qualifying Level Bachelor	Independent student activity: <i>Full-time study – 93</i> <i>Part-time study – 138</i> Trening, CPIT – 6 <i>Part-time study – -</i> Individual student work <i>Full-time study – 3</i> <i>Part-time study – -</i>
The number of hours in a week is 10, of them in classroom is 4		The form of a final control is a semester credit

2. THE PURPOSE AND TASKS OF STUDYING THE ACADEMIC COURSE

«Professional Language in Use»

This course will provide students with specialist language knowledge and professional communication skills they need in their working life. After taking this course students will be able to express business concepts in English. The course aims to introduce key business vocabulary, revise important grammatical structures and functional areas, while developing the skills of listening, speaking, reading, and writing.

As well as developing their own practical skills students who are studying «Professional Language in Use» will be able to:

- understand important principles underlying modern business communication;
- apply these principles in varied business and corporate contexts;
- critically analyse these principles, and their applications;
- evaluate the role of communication in the changing business context.

This course points out alternatives and highlights controversies. Learning objectives – to define business language and understand the importance of literacy as well as clarity in business situations.

The value of the academic course. Business language is used to promote a product, service, or organization; to relay information within the business; or to deal with legal and similar issues. Failures of human communication can become amplified in professional settings. In business transactions, especially those involving large amounts of money, a small miscommunication can have devastating effects. Customer relationship management is a widely implemented model for managing company's interactions with customers, clients, and sales prospects. It is needed because there are often multiple business associates that come into contact with a client. Barriers to clarity in communication include: complex messages, the withholding of information, ineffective communication throughout the chain of command, and lack of trust due to competition.

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, 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.

Cross-curricular links. The academic course «Professional Language in Use» has organic connections with other humanities. There are «General English», «Business Ukrainian», «Stylistics», «Social communications», «Psychology of Professional Activity», «Ethics of business communication», «Information management», and others.

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

2.1. The purpose of studying the academic course

The purpose of the course «Professional Language in Use» is to provide students with knowledge on various forms of business communication, help them to improve language skills, master practical skills for business meetings, negotiations, to achieve a positive result and ensure the development of students' communicative competence, their ability to reach their full potential in the modern information society.

2.2. The tasks of studying the academic course «Professional Language in Use» are:

- to understand the importance of English in working life;
- to know basic telephone language, what motivates people to work and what they expect from their jobs, and main marketing concepts such as brand, USP, and product life cycle;
- can write letters and emails in English, present the advantages and benefits of a product, use expressions for giving instructions in the context of online shopping, apply for a position in English;
- to explore different attitudes towards work;
- to know about the different types of careers, international trade, the World Trade Organization, and new inventions and how innovation turns a new idea into something profitable;
- to describe themselves and apply for a job;
- to practice telephone conversations with a focus on the register and making suggestions in a meeting to discuss improvements to a product and negotiate a deal;
- to get familiar with invoices, the rules of writing a piece of promotional copy, the structure of the memo, and be able to write it;
- to know how companies work on updating, adapting, and relaunching their products to improve their production; the rules of writing a letter of complaint and principles of marketing;
- to consider marketing as one of the most accessible aspects of business;
- to understand the difference between selling and marketing;
- to discuss how retail as a type of selling has changed;
- to analyze different examples of innovation, trends in the market and the economy;
- to develop communication skills and language for making a presentation of the products or service and can express regrets and criticism;
- to negotiate the price of goods, advertise, promote products, and produce a mailshot for a product of their choice and how a successful salesperson deals with their customers;
- to find out about how new businesses are raising capital;
- to know the rules of writing a letter requesting payment for a late invoice, the language relating to trading on the stock market, and the ways to describe replace crimes and punishments, and the connection between negotiation and culture & situation;
- to write a follow-up marketing letter, minutes, and agendas in the context of an investment club meeting and a mailshot letter to advertise a product or service.

2.3. Name and description of the competencies the formation of which are provided by the academic course «Professional Language in Use».

1. The ability to communicate in a foreign language.
2. The ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).
3. The ability to maintain business communication with all subjects of the information market, users, partners, authorities and management, mass media.

2.4. Prerequisites for studying the academic course

To master the content of the academic course «Professional Language in Use» requires knowledge gained in classes on General English and Business Ukrainian.

2.5. Learning outcomes

1. To communicate freely on professional matters, including oral, written and electronic communication, in Ukrainian and one of the foreign languages.
2. To use various communication technologies for effective professional communication, in particular scientific interaction, on the basis of tolerance, dialogue and cooperation.

2.6. The level of students' knowledge and skills

The academic course «Professional Language in Use» provides:

1. Formation of skills of interpersonal interaction.
2. Use of various communication technologies for effective communication on the basis of tolerance, dialogue and cooperation.
3. The formation of independent effective communicative style, abilities and skills of productive business interaction.
4. The ability to use the basic tools of business communication, to use effective methods of behaviour in the communication process, taking into account the rules of business ethics and business etiquette.
5. The ability to conduct productive business communication: negotiations, business conversation, telephone conversation, interview, discussion, debate, public speech, presentation, business correspondence, other types of written and electronic communication.

3. THE CONTENT OF THE ACADEMIC COURSE

«Professional Language in Use»

CONTENT MODULE 1

Key Aspects of Modern Working Life

Topic 1: COMMUNICATION

1. The importance of English in working life.
2. Basic telephone language.
3. Writing letters and emails in English.
4. Your future position and workplace.

Topic 2: CAREERS

1. What motivates people to work and what they expect from their jobs.
2. Different attitudes towards work.
3. Different types of careers.
4. Applying for a position in English.

Topic 3: EMPLOYMENT

1. Different sectors of business.
2. The skills might be required to work in different sectors of business.
3. Describing oneself and applying for employment.

Topic 4: IMPORT-EXPORT

1. International trade and the World Trade Organization.
2. Usage of countable and uncountable nouns.
3. Telephone conversations with a focus on register.
4. Invoices.

Topic 5: MARKETING

1. Marketing as one of the most accessible aspects of the business.
2. The difference between selling and marketing.
3. Main marketing concepts such as brand, USP, and product life cycle.
4. Modals of obligation and ability.
5. The advantages and benefits of a product.
6. The follow-up marketing letter.

Topic 6: RETAIL

1. Changes in retail as a type of selling.
2. Different types of retail outlets, channels of distribution, strategic stocking, and e-commerce.
3. The expressions for giving instructions in the context of online shopping.
4. Memo.

CONTENT MODULE 2

Types and Forms of Business Communication

Topic 7: COMPETITION

1. Company work on updating, adapting, and relaunching its products to improve production.
2. Comparatives and superlatives.
3. Making suggestions in a meeting to discuss improvements to a product.
4. The letter of complaint.

Topic 8: INNOVATION

1. New inventions and how innovation turns a new idea into something profitable.
2. Different examples of innovation.
3. The development of communication skills and language of making a presentation of the products or services.
4. The promotional copy.

Topic 9: MONEY & NEGOTIATION

1. Negotiating the price of goods.
2. Improving negotiation skills.
3. Successful interaction between the seller and customers.
4. The ways of raising capital for new businesses.
5. The connection between negotiation and culture & situation.
6. The first and second conditional.
7. The letter requesting payment for a late invoice.

Topic 10: MARKET RESEARCH

1. Advertising and promoting products.
2. Principles of Marketing.
3. Relative pronouns and clauses.
4. Producing a mailshot for a product of a choice.

Topic 11: INVESTMENT

1. Stock market trading vocabulary.
2. Analysing trends in the market and the economy.
3. Reported speech and the language of meetings.
4. Minutes and agendas in the context of an investment club meeting.

Topic 12: ETHICS

1. Replace crimes and punishments.
2. The third conditional in the context of ethical behaviour.
3. Expressing regrets and criticism.
4. The mailshot letter as a way to advertise a product or service.

**4. THE STRUCTURE OF THE ACADEMIC COURSE CREDIT for
«Professional Language in Use»**

(Full-time study)

Topic	Number of hours					
	Lectures	Seminars	Indep. student activity	Ind. student work	Tre-ning, CPIT	Forms of control
CONTENT MODULE 1						
Key aspects of Modern Working Life						
Topic 1 Communication	2	2	8	1		Tests, discussions exercises
Topic 2 Careers	2	2	8	-		Tests, discussions exercises
Topic 3 Employment	2	2	8	1		Tests, discussions exercises
Topic 4 Import-Export	2	2	8	-		Tests, discussions exercises
Topic 5 Marketing	2	2	8	-		Tests, discussions exercises
Topic 6 Retail	2	2	8			Module control 1 (final oral express survey)
Total:	12	12	48	2	3	
CONTENT MODULE 2						
Types and Forms of Business Communication						
Topic 7 Competition	2	2	8	-		Tests, discussions exercises
Topic 8 Innovation	2	2	8	-		Tests, discussions exercises
Topic 9 Money & Negotiation	2	2	8	-		Tests, discussions exercises

Topic 10 Market research	2	2	8	-		Tests, discussions exercises
Topic 11 Investment	2	2	7	-		Tests, discussions
Topic 12 Ethics	2	2	6	1		Final test
Total:	12	12	45	1	3	
In general:	24	24	93	3	6	
Final control	Semester credit					

(Extramural Attendance Mode)

Topic	Number of hours					
	Lectures	Seminars	Indep. student activity	Ind. studentw ork	Tre- ning, CPIT	Forms of control
CONTENT MODULE 1						
Key aspects of Modern Working Life						
Topic 1 Communication	2	2	12	-	-	Test on Moodle
Topic 2 Careers	2	1	12	-		Test on Moodle
Topic 3 Employment	2	1	12	-		Test on Moodle
Topic 4 Import-Export	2	-	12	-		Test on Moodle
Topic 5 Marketing	-	-	12	-		Test on Moodle
Topic 6 Retail	-	-	12	-		Test on Moodle
Total:	8	4	72	-	-	
CONTENT MODULE 2						
Types and Forms of Business Communication						
Topic 7 Competition	-	-	11	-	-	Test on Moodle
Topic 8 Innovation	-	-	11	-		Test on Moodle
Topic 9 Money & Negotiation	-	-	11	-		Test on Moodle

Topic 10 Market research	-	-	11	-		Test on Moodle
Topic 11 Investment	-	-	11	-		Test on Moodle
Topic 12 Ethics	-	-	11	-		Final test on Moodle
Total:	-	-	66	-	-	
In general:	8	4	138	-	-	
Final control	Semester credit					

5. TOPICS OF SEMINARS

(Full-time Study)

Seminar 1

Topic: COMMUNICATION&CAREERS

Questions for discussion

1. The importance of English in working life.
2. Basic telephone language.
3. Writing letters and emails in English.
4. Your future position and workplace.
5. What motivates people to work and what they expect from their jobs.
6. Different attitudes towards work.
7. Different types of careers.
8. Applying for a position in English.

Questions submitted for independent study

1. English as a lingua franca.
2. What makes a language worth learning.
3. Typical mistakes of a telephone conversation.
4. Salutations.
5. The language policy in a company.
6. The art of interviewing.
7. Making a questionnaire about work/studies.
8. Request for a promotion/salary increase.
9. Job advertisement.

Seminar 2

Topic: EMPLOYMENT&IMPORT-EXPORT

Questions for discussion

1. Different sectors of business.
2. The skills might be required to work in different sectors of business.
3. Describing oneself and applying for employment.
4. International trade and the World Trade Organization.
5. Usage of countable and uncountable nouns.
6. Telephone conversations with a focus on register.

7. Invoices.

Questions submitted for independent study

1. Broad sectors of economic activities: agriculture, industry, services.
2. Requirements for people of various professions.
3. Psychological test for job candidates.
4. Main events and recent history of your country's economy/business you know well.
5. Changing a job during working life.
6. Letter of application.
7. Covering letter.
8. Comparative advantage.
9. A list of foods that are usually imported into your country.
10. Countable and uncountable nouns.
11. Incoterms (FOB, GIF).
12. Trading problems.

Seminar 3

Topic: MARKETING&RETAIL

Questions for discussion

1. Marketing as one of the most accessible aspects of the business.
2. The difference between selling and marketing.
3. Main marketing concepts such as brand, USP, and product life cycle.
4. Modals of obligation and ability.
5. The advantages and benefits of a product.
6. The follow-up marketing letter.
7. Changes in retail as a type of selling.
8. Different types of retail outlets, channels of distribution, strategic stocking, and e-commerce.
9. The expressions for giving instructions in the context of online shopping.
10. Memo.

Questions submitted for independent study

1. Describing different brands.
2. The product life cycle.
3. Modal verbs.
4. Public transport service.
5. Renting mobile homes for seaside holidays.
6. Shopping habits and shopping methods.
7. The methods supermarkets use to persuade us to spend more money.
8. Future forms with *will*.
9. Plans for future.

Seminar 4

Topic: COMPETITION&INNOVATION

Questions for discussion

1. Companies work on updating, adapting, and relaunching its products to improve production.

2. Comparatives and superlatives.
3. Making suggestions in a meeting to discuss improvements to a product.
4. The letter of complaint.
5. New inventions and how innovation turns a new idea into something profitable.
6. Different examples of innovation.
7. The development of communication skills and language of making a presentation of the products or services.
8. The promotional copy.

Questions submitted for independent study

1. The benefits from competition for consumers.
2. The important things about a product to buy it (price, image, quality).
3. Total Quality Management. Just In Time.
4. Brands with a sense of national identity.
5. Pareto's Principle.
6. Well-established companies and successful inventors.
7. The passive constructions.
8. The presentation of a product.

Seminar 5

Topic: MONEY AND NEGOTIATION & MARKET RESEARCH

Questions for discussion

1. Negotiating the price of goods.
2. Improving negotiation skills.
3. Successful interaction between the seller and customers.
4. The ways of raising capital for new businesses.
5. The connection between negotiation and culture & situation.
6. The first and second conditional.
7. The letter requesting payment for a late invoice.
8. Advertising and promoting products.
9. Principles of Marketing.
10. Relative pronouns and clauses.
11. Producing a mailshot for a product of a choice.

Questions submitted for independent study

1. Ways of haggling.
2. Raising capital to invest in a new business.
3. 1st and 2nd conditional. *If*-clauses.
4. The conversation between the salesman and a customer about the price of a product.
5. Late payments for goods and services supplied by companies.
6. *Win-lose* / *win-win* philosophy.
7. The guide to tough trading.
8. Ranges of products and services.
9. Effective strategies of advertising agencies.
10. Market research organisations.

Seminar 6

Topic: INVESTMENTÐICS

Questions for discussion

1. Stock market trading vocabulary.
2. Analysing trends in the market and the economy.
3. Reported speech and the language of meetings.
4. Minutes and agendas in the context of an investment club meeting.
5. Replace crimes and punishments.
6. The third conditional in the context of ethical behaviour.
7. Expressing regrets and criticism.
8. The mailshot letter as a way to advertise a product or service.

Questions submitted for independent study

1. Investments in the stock market / horse races, casino gamblers.
2. Different attitude to risk in business.
3. Financial indexes.
4. Successful investment team.
5. A glass ceiling in Ukraine.
6. Workplace 'crimes'.
7. Ethical behaviour at work.
8. The list of punishments at workplace.
9. 3rd conditional.
10. The language for expressing regrets and criticism.
11. AIDA model in advertisement.
12. Protections companies against accusations and discrimination.

5.1. TOPICS OF SEMINARS

(Extramural Attendance Mode)

Topic: COMMUNICATION

Questions for discussion

1. The importance of English in working life.
2. Basic telephone language.
3. Writing letters and emails in English.
4. Your future position and workplace.

Seminar 2

Topic: CAREERS&EMPLOYMENT

Questions for discussion

1. What motivates people to work and what they expect from their jobs.
2. Different attitudes towards work.
3. Different types of careers.
4. Applying for a position in English.
5. Different sectors of business.
6. The skills might be required to work in different sectors of business.
7. Describing oneself and applying for employment.

6. INDEPENDENT STUDENT ACTIVITY

Independent student work is the main way to assimilate educational material in extracurricular time without teacher's participation. The volume and content of independent work is determined by the syllabus and the work plan within the established amount of hours in the discipline, the methodical instructions of the teacher.

Questions submitted for independent study

1. English as a lingua franca.
2. What makes a language worth learning.
3. Typical mistakes of a telephone conversation.
4. Salutations.
5. The language policy in a company.
6. The art of interviewing.
7. Making a questionnaire about work/studies.
8. Request for a promotion/salary increase.
9. Job advertisement.
10. Broad sectors of economic activities: agriculture, industry, services.
11. Requirements for people of various professions.
12. Psychological test for job candidates.
13. Main events and recent history of your country's economy/business you know well.
14. Changing a job during working life.
15. Letter of application.
16. Covering letter.
17. Comparative advantage.
18. A list of foods that are usually imported into your country.
19. Countable and uncountable nouns.
20. Incoterms (FOB, GIF).
21. Trading problems.
22. Describing different brands.
23. The product life cycle.
24. Modal verbs.
25. Public transport service.
26. Renting mobile homes for seaside holidays.
27. Shopping habits and shopping methods.
28. The methods supermarkets use to persuade us to spend more money.
29. Future forms with *will*.
30. Plans for future.
31. The benefits from competition for consumers.
32. The important things about a product to buy it (price, image, quality).
33. Total Quality Management. Just In Time.
34. Brands with a sense of national identity.
35. Pareto's Principle.
36. Well-established companies and successful inventors.
37. The passive constructions.
38. The presentation of a product.

39. Ways of haggling.
40. Raising capital to invest in a new business.
41. 1st and 2nd conditional. *If*-clauses.
42. The conversation between the salesman and a customer about the price of a product.
43. Late payments for goods and services supplied by companies.
44. *Win-lose* / *win-win* philosophy.
45. The guide to tough trading.
46. Ranges of products and services.
47. Effective strategies of advertising agencies.
48. Market research organisations.
49. Investments in the stock market / horse races, casino gamblers.
50. Different attitude to risk in business.
51. Financial indexes.
52. Successful investment team.
53. A glass ceiling in Ukraine.
54. Workplace 'crimes'.
55. Ethical behaviour at work.
56. The list of punishments at workplace.
57. 3rd conditional.
58. The language for expressing regrets and criticism.
59. AIDA model in advertisement.
60. Protections companies against accusations and discrimination.

7. TRAINING AND COMPREHENSIVE PRACTICAL INDIVIDUAL TASK ON THE ACADEMIC COURSE «PROFESSIONAL LANGUAGE IN USE»

Topic: BUSINESS ETIQUETTE

1. The concept of business protocol and etiquette and their practical significance.
2. Protocol issues of reception of foreign guests.
3. Business gifts and souvenirs, business accessories.
4. Business clothes.
5. Organization and holding of business receptions with «seating» and «without seating» of guests.
6. Rules of conduct at the table.
7. Features of business culture in different countries (the student can choose any country which he or she likes).

Comprehensive practical individual task

The purpose of CPIT is to master the skills of independent study of program material, systematization, generalization, consolidation and practical application of knowledge of the course, stimulating students' creativity, laying the foundations for their further research work.

The variants of complex final individual tasks for the discipline «Professional Language in Use» are:

1. Evaluate the experience of e-learning for students in higher education.

2. How important is it for companies to have women as senior managers?
3. What can be done to reduce infant mortality in developing countries?
4. Can everyone benefit from higher education?
5. Is it fair for all taxpayers to support students who will earn high salaries?
6. How to keep higher education open to clever students from poor backgrounds?
7. Discuss whether some employees should be permitted to work from home.
8. Is the exploration of space worthwhile?
9. Prisons do little to reform criminals and their use should be limited.
10. Children will learn a foreign language more easily if it is integrated with another subject.
11. The impact of globalisation on the Chinese economy.
12. Internet influence on kids / teenagers.
13. Advice for shopaholics.
14. Advice for workaholics.
15. Is money the best motivator?
16. Understanding drug & alcohol addiction.
17. Social media effect on young people.
18. Stress impact on health.
19. The influence of my favorite movie/book on me.
20. Telling lies. The cause and effect.
21. Being honest has more cons than pros.
22. What was your cause of choosing your university?
23. What makes a person to be a good teacher?
24. Advantages and disadvantages of online classes.
25. Does technology play a role in making people feel more isolated?
26. Smart phones should not be allowed in schools.
27. Social media has played a big role in increasing business opportunities.
28. Should employers go through the candidate's social media profiles?
29. Describe a smartphone and its benefits to someone from the '60s.
30. Describe yourself and your personality to a stranger.
31. A week without internet and technology.
32. The influence technology has had on your hobbies and life.
33. Effective ways to decrease depression among our youth.
34. Extroverts and introverts.
35. Part time work or studying for a higher degree?
36. Has social media affected relationships among families?
37. Cause and effect of depression in the workplace.
38. Virtual classes cannot replace traditional class system.
39. Being organized can help in school as well as the office.
40. Why is learning English important for people over the world?
41. Ways to overcome difficulties in learning foreign languages.
42. Intercultural dialogue makes society more humane.

8. MEANS OF EVALUATION AND METHODS OF DEMONSTRATION OF LEARNING RESULTS

During teaching the academic course «Professional Language in Use» the following assessment tools and methods of demonstrating learning outcomes will be used:

- standardized tests, case studies, discussions;
- final oral express survey;
- presentation of the results of individual task;
- evaluation of CPIT results / presentations and speeches at scientific events;
- final test.

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, plagiarism (students plagiarize when they do not credit the sources of their writing—the words, information, ideas, or opinions of others), 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.

9. CRITERIA, FORMS OF CURRENT AND FINAL CONTROL

The final score (on a 100-point scale) in the academic course «Professional Language in Use» is defined as a weighted average, depending on the proportion of each component of the credit:

Module 1	Module 2 (final test)	Module 3 (total mark for the complex final individual task)	In total
30 %	30 %	40 %	100 %
The assessment for the final oral express survey during the class is a maximum of 100 points. The activity of the student during the lesson is taken into account	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 CPIT 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.	

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	Unsatisfactory	Not passed
35–59	FX		
1–34	F		

10. INSTRUMENTS, EQUIPMENT AND SOFTWARE USED FOR TEACHING THE ACADEMIC COURSE «Professional Language in Use»

No in order	Name	Number of a topic
1.	Multimedia projector	1-12
2.	General Purpose Application Software (Microsoft Office Tools)	1-12

11. RECOMMENDED SOURCES OF INFORMATION

1. Abrahams M. Tips for making presentations memorable. Los Altos, CA: Bold Echo, 2016.
2. Amy Gillett. Speak better Business English and Make More Money. Language Success Press; First edition. 200 p. URL: <https://www.amazon.com/Speak-Better-Business-English-Money/dp/0981775446>.
3. Bennett Andrew E. 25 Business stories: A Practical Guide for English Learners Merriam Webster Learner's, 2018.
4. Bill Mascull. Business vocabulary in use. Advanced with Answers. Third edition. Cambridge University Press, 2018. 176 p.
5. Business Builder. Macmillan Education (different levels). URL: <https://www.macmillanenglish.com/ua/catalogue/courses/business-english>.
6. 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/>
7. Grammar for Business / Jeanne McCarten, Jeanne McCarten, David Clark, Rachel Clark. Cambridge University Press, Klett Ernst / Schulbuch, 2019.
8. Guffey M. E., Loewy D. Business Communication: Process & Product 9th Edition. Cengage Learning, 2017, 1056 p.
9. 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/>
10. Hughes John. Total Business 2. National Geographic Learning (different levels).
11. Intelligent Business. Pearson (different levels). URL: http://www.pearsonlongman.com/intelligent_business/bec_tests.html.
12. Introduction to Business / Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt. OpenStax, 2018.
13. Kelly Quintanilla Miller, Shawn T. Wahl. Business and Professional Communication: KEYS for Workplace Excellence, 2020.
14. Market leader / David Falvey, David Cotton, Simon Kent, Margaret O'Keeffe, Iwonna Dubicka. 3-d edition Pearson.
15. Voss Chris, Raz Tahl. Never Split the Difference: Negotiating As If Your Life Depended On It. HarperCollins e-books. Revised edition, 2016.

VIDEO RESOURCES

1. Business English – How to talk about your career (Rebecca is the teacher). URL: <https://youtu.be/sFp5LPJ69EI>.
2. Get a new job: vocabulary & grammar for your RESUME & COVER LETTER (with Emma) URL: <https://www.engvid.com/vocabulary-grammar-resume-cover-letter/>
3. How to change Basic English into Business English (Rebecca is the teacher). URL: https://youtu.be/_2ZDNgtAsbw
4. Vocabulary for your CV & cover letter (with Jade). URL: <https://www.engvid.com/get-a-job-english-cv/>

5. Job skills: Prepare your English CV for a job in the UK (with Jade).
URL: <https://www.engvid.com/job-skills-uk-cv/>
6. What to say at your job interview (with Jane). URL: <https://www.engvid.com/what-to-say-at-your-job-interview/>
7. Got a better job: power verbs for resume writing (with Emma).
URL: <https://www.engvid.com/power-verbs-resume-writing/>
8. How NOT to learn a language (with Emma). URL: <https://youtu.be/X1P15QV8EHo>
9. How to succeed in your job interview: Situational questions (with Emma).
URL: <https://www.engvid.com/job-interview-situational-questions/>
10. Group job interview; what to say and do to succeed (with Jane).
URL: <https://www.engvid.com/group-job-interview/>
11. How to do your job interview on Skype (with Jada).
URL: <https://www.engvid.com/how-to-do-a-job-interview-on-skype/>
12. Job interview skills - Dos and Don'ts (with Ronnie).
URL: <https://www.engvid.com/job-interview-dos-and-donts/>
13. How to succeed in your job interview: behavioural questions (with Emma).
URL: <https://www.engvid.com/job-interview-behavioral-questions/>
14. How to find a new job – transferable job skills (with Rebecca).
URL: <https://www.engvid.com/transferable-job-skills/>
15. English Conversation: The Meaning of Hand Gestures (with Emma)
URL: <https://www.engvid.com/english-conversation-the-meaning-of-hand-gestures/>
16. Upgrade your English: 10 Advanced Business Expressions (Rebecca is the teacher).
URL: <https://youtu.be/7al51BtYJio>
17. Speak like a Manager: Verbs 1 (The teacher is Rebecca).
URL: <https://youtu.be/TUSxq7KoTsM>
18. How to give a presentation in English (The teacher is Rebecca).
URL: <https://youtu.be/fXVoT7VMCpM>
19. English in the workplace (with Emma). URL: <https://youtu.be/PAUmGYm7IG0>
20. English Dialogues at Work. URL: https://youtu.be/MTM_bnkrz-c
21. Learn English with Movies | Will Smith – The Pursuit of Happiness (English for Job interview) <https://youtu.be/pKoH9GkEKxQ>
22. PRESENTING AND PUBLIC SPEAKING TIPS - HOW TO IMPROVE SKILLS & CONFIDENCE. URL: <https://youtu.be/Q5WT2vweFRY>
23. How to Start Your Presentation – 3 Modern Era Tips | Public Speaking Tips. URL: <https://youtu.be/tfxga5VG4uI>
24. <https://www.pearson.com/english/catalogue/business-english/intelligent-business.html>
25. <https://www.businessenglishpod.com/>
26. https://www.businessenglish.com/index_en.html
27. <https://www.cambridge.org/>