

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY
LAW FACULTY**

Approved

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Talia MOSKALYUK
« 17 » 2023



Approved

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Viktor OSTROVERKHOV
« 17 » 2023



**Work program
discipline**

«Business foreign language»

Higher education degree - bachelor

Field of knowledge - 29 International relations

Specialty - 293 International law

Educational and professional program – «International law»

Department of International Economic Relations

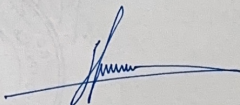
Form of study	Study year	Semester	Lectures	Practical classes	Individual work	Training, CPIT	Student-self study	Total	Exam/Credit
Full-time	3	6	28	14	3	6	99	150	Credit

31.08.2023
[Signature]

The work program was prepared by PhD in Philology, Associate Professor of the Department of International Economic Relations Nataliia BATRYN.

The work program was considered and approved at the meeting of the Department of International Economic Relations, Protocol No. 1 dated August 29, 2023.

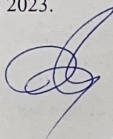
Head of Department



Roman ZVARYCH

Considered and approved by the Support group of specialty 293 International law, Protocol No. 1 dated August 31, 2023.

Head of the SGS



Yaryna ZHUKORSKA

Guarantor of EP



Liudmyla SAVANETS

Description of the course “Business foreign language”

Business Foreign Language	Field of knowledge, specialty, educational and professional program, higher education degree	Course description
ECTS Credits – 5	Field of knowledge - 29 International relations	Selective course Working language - English
Test modules - 3	Specialty – 293 International law	Study Year – 3 Semester – 6
Content modules – 2	Educational and Professional Program – International Law	Lectures - 28 hours Practical classes– 14 hours
Total amount of hours – 150	Higher education degree – bachelor	Independent work - 99 hours Training, CPIT - 6 hours Individual work - 3 hours
Week hours 10 hours, class hours – 3 hours;		Type of final control - credit

2. Learning objectives and outcomes

2.1. The purpose of studying the discipline

Integration processes and the active development of business contacts pose specific tasks to the higher school regarding the training of qualified specialists whose main field of activity is business development and establishment of international economic relations.

The course should ensure the appropriate level of knowledge of business English and develop students' abilities and skills in the active use of modern forms and means of communication (negotiations and debates, writing and delivering official speeches and presentations), in cooperation with business partners, establishing cooperation, solving complex issues, solving conflicts and problems, etc.

Therefore, the goal of the course is to form the necessary level of communication skills in the areas of business and professional discourse in oral and written forms, as well as the development of sustained interest in its content. Studying the discipline 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 implementation of individual research task.

2.2. Learning objectives

The objective of studying the discipline is the formation of students' communicative culture and intercultural competence, in the acquisition of practical English language skills in various spheres of speech activity at the level of business and partnership contacts with native speakers.

The formation of communicative skills involves mastering the language as a means of communication. The formation of 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, in presentations, speeches and debates.

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).

2.3. The purpose of conducting practical classes

The purpose of conducting practical classes is to train and form practical business communication skills for their active use in professional activities and cross-cultural environment. Methodically competently built in terms of structure and content, practical classes allow implementing the following tasks:

- consolidation of the conceptual and terminological apparatus and obtaining the necessary theoretical level of knowledge;
- acquiring practical skills of a business style of communication (writing speeches, presentations, conducting negotiations, resolving conflicts and participating in debates);
- development of the ability to present informational material (through a speech);
- form the ability to deploy informational material with the help of arguments (through the negotiation process);
- development of the ability to defend one's point of view in oral and written forms (in debates);
- training of practical skills of giving a report/speech.

3. “Business Foreign Language” course outline

Content module 1. Communication in professional discourse

Topic 1. Official reports.

Components of an official report: introduction, main part, conclusion.

Preparatory stage: planning and verbalization of ideas.

Finding the necessary information.

Analysis and generalization of materials.

Topic 2. Official speeches.

Characteristic features and typology of speeches.

Writing a speech/speech with a negative content.

Writing a speech/speech with a positive content.

Requirements for writing conclusions.

Visual and auxiliary means.

The art of giving a speech: main points.

Performance training.

Topic 3. The preparatory stage of the presentation

Criteria of an effective oral presentation.

Selection and organization of the content of presentation materials.

Design of visual aids and advertising leaflets.

Commercial Use of Websites.

Development of an electronic version of the presentation: selection of colors, fonts and sizes.

Topic 4. Types of presentations, features of presenting a presentation in front of an audience

Directing the presentation to an international audience.

Preparation for an oral presentation: main points.

Peculiarities of group presentation.
Distribution of duties and responsibilities.

Content module II. The place of presentation in business communication

Topic 5. Negotiation strategies and technologies, types of negotiations and their components

Negotiations: myths and reality.

Ethics of business negotiations - unwritten rules of negotiations and their observance.

Modern negotiation strategies and technologies.

Types of negotiations.

Components of negotiations: participants, subject of discussion, alternative, interests of both sides, positions of the parties, negotiation process, consequences and results.

Topic 6 Technology of negotiations of local significance

Stages of preparation and negotiation.

Creation of conditions for negotiations.

Rational behavior of the negotiator.

Taboo: matters that are not subject to discussion.

Obstacles to successful negotiations.

Finding compromises.

Seeking consensus.

Final stage of negotiations.

Summing up.

Agreements and agreements, their conclusion and publication.

Topic 7. Cross-cultural competence and negotiations at the international level

The influence of the culture of the negotiators on the negotiation process:

the influence of Western culture;

the influence of the culture of Asian peoples;

- cultures of Latin America;
- cultures of Latin America;
- Arab culture;
- cultures of the countries of the former Soviet Union.

Models of behavior of participants in international negotiations and their dynamics in the process of negotiations.

4. Credit structure of “Business Foreign Language” outline

Themes	Hours					
	Lectures	Practical classes	Independent work	Training CPIT	Individual work	Forms of control
<i>Content Module 1</i>						
Theme 1. Official reports. Components of an official report: introduction, main part, conclusion. Preparatory stage: planning and verbalization of ideas. Finding the necessary information. Analysis and generalization of materials.	4	2	15		3	Current evaluation, Standard tests Case studies

Theme 2. Official speeches. Characteristic features and typology of speeches. Writing a speech/speech with a negative content. Writing a speech/speech with a positive content. Requirements for writing conclusions.	4	2	15			Current evaluation, Standard tests Case studies
Theme 3. The preparatory stage of the presentation Criteria of an effective oral presentation. Selection and organization of the content of presentation materials.	4	2	15			Current evaluation, Standard tests Case studies
Theme 4. Types of presentations, features of presenting a presentation to an audience Directing the presentation to an international audience. Preparation for an oral presentation: main points.	4	2	15			Current evaluation, Standard tests Case studies
Content Module 2						
Theme 5. Negotiation strategies and technologies, types of negotiations and their components Negotiations: myths and reality. Ethics of business negotiations - unwritten rules of negotiations and their observance.	4	2	15	1	3	Current evaluation, Standard tests Case studies
Theme 6 Technology of negotiations of local significance Stages of preparation and negotiation. Creation of conditions for negotiations.	4	2	15	1		Current evaluation, Standard tests Case studies
Theme 7. Cross-cultural competence and negotiations at the international level The influence of the culture of the negotiators on the negotiation process	4	2	9	1		Current evaluation, Standard tests Case studies
Totally	28	14	99	3	6	

5. Content of practical classes

Practical lesson 1. Official speeches as a means of communication

Purpose: To acquaint students with the role of business speeches in the life of the organization.

Task:

1. Formation of the ability to transmit information in the form of a speech.
2. Acquisition of speech preparation skills.
3. Defining the purpose of the message.
4. Conducting audience analysis.
5. Organizational moments of the speech.

Main questions:

1. Structure, preparation and delivery of a speech.
2. Planning and preparation for the speech.
3. Development of one's own strategy and tactics of delivering certain information to listeners during the presentation.

Additional questions:

1. Diagnosis of one's own communicative capabilities and advantages in the process of transmitting and receiving information.
2. Stereotyping and empathy - mechanisms of perception in communication.
3. Use of quotations.

Literature: 3, 5, 6, 7.

Practical lesson 2. Format of official reports: introduction, main part, conclusion.

Purpose: To acquaint students with the structure of an official report.

Task:

1. Acquiring the skills of composing an official report.
2. Specification of the content of the main parts of the report.

Main questions:

1. The structure of writing an official report.
2. Planning and preparation for writing an official report.
3. Acquiring the skills of developing one's own strategy and tactics for writing an official report.

Literature: 7, 8.

Practical session 3. Speech training. Use of visual aids.

Purpose: Improving speech delivery skills. Use of aids.

Task:

1. Acquisition of skills in understanding the peculiarities of communicative interaction.
2. Methods of using illustrations for greater persuasiveness and clarity of the report.
3. Mastering the skills of correctly asking and answering questions.

The main problematic issues:

1. Visual and other non-verbal means of information transmission.
2. Basic speech techniques that help the speaker communicate with the audience (encouragement, clarification, questioning, empathy, summarizing).
3. Dress code as a non-verbal means of information transfer.

Additional questions:

1. The structure of the welcome speech.
2. Typical schemes of forming a first impression.

Literature: 3, 5, 7.

Practical lesson 4. Mastering the art of delivering speeches.

Purpose: Improving speech delivery skills.

Task:

1. Teach students to establish visual and emotional contact with the audience.
2. Use illustrations for greater persuasiveness and clarity of the report.
3. Determine the peculiarities of verbal and non-verbal behavior.
4. Familiarize students with presentation types.

The main problematic issues:

1. Ways to overcome communication barriers.
2. The role of business presentations.
3. Written and oral presentations.
4. Language as the main means of communication.

Additional questions:

1. The structure of the welcome speech.
2. Typical schemes of forming a first impression.
3. Conducting group presentations. 5. Video presentation.

Literature: 8, 9.

Practical lesson 5. Selection of information. Organization of selected information.

Purpose: Mastering the skills of selection and organization of information by students.

Task:

1. To acquaint students with various sources of information.
2. Teach students to work with various sources of information.

The main problematic issues:

1. Using the Internet in search of interesting information.
2. Basic rules for organizing the selected information.

Literature: 3, 5, 6, 9.

Practical lesson 6. Planning and strategy of presentations.

Purpose: To acquaint students with the technique of conducting presentations.

Task:

1. Acquaintance of students with presentation format.
2. Mastering the skills of organizing presentations.
3. Planning presentations.

The main problematic issues:

1. Organization of presentations.
2. Construction of theses.
3. Format of main ideas.

Additional questions:

1. The main barriers to a successful presentation.
2. Use of humor in the presentation.
3. Basic grammatical and mechanical errors.

Literature: 8, 9.

Practical lesson 7. Conducting an effective presentation. Use of equipment.

Purpose: Mastering and improving students' skills of effective presentation.

Task:

1. To be able to create an atmosphere conducive to communication.
2. Master the art of oratory.
3. Learn to choose a communication style.
4. Use different techniques of assertive behavior.

The main problematic issues:

1. Use of visual aids.
2. Presentation practice.
3. Behavior during the presentation.

Literature: 3, 5, 8.

6. Training and defense of a complex practical individual task

The main topics and questions of the training:

- Nature of negotiations: new work environment and individual talents
- Highly effective organization: management of individual, group and organizational efficiency

The goal of the training:

- Practical development of understanding of the features of successful negotiations.

Training format:

- Interactive, which includes structured presentations, video illustrations, discussions, individual and group exercises.

An individual task in the discipline is performed independently by each student on the basis of processed authentic foreign language materials in the form of a presentation of their report/speech, designed in accordance with the established requirements for the processed literature, bibliography, volume and content. The topics of reports/speeches are pre-discussed before the final choice of the student. Including:

- peculiarities of conducting negotiations with the French;
- models of English behavior during negotiations;
- peculiarities of negotiations with the Japanese/Chinese;
- how to succeed in negotiations with Latin Americans;
- the role of non-verbal communication during negotiations.

7. Students' independent work

The organization of students' independent work requires special attention, as a part of the questions of each topic is submitted for independent study by students.

Educational material intended for self-learning is presented for final control along with educational material that is worked out in practical classes.

Content of independent work:

1. Development of lecture material, educational and scientific literature, periodicals (preparation of information messages).
2. Performance of an individual task (analytical note).
3. Search for information on subjects of the discipline on the Internet (electronic database).

	Themes
1	The core of negotiations is a conflict or a conflict situation.
2	Communicative culture is another plus for a negotiator.
3	Training exercises to develop the skills of a successful negotiator.
4	Finding the weak arguments of the other side.
5	Development of tolerance to the logic of the other side's arguments.
6	Persuasive influence and its dissemination through speech/performance.
7	The motivational basis of the debate.
8	Preparation of reports.
9	Persuasive influence and its dissemination through speech/performance.
10	Signs of constructive speeches/speeches.
	Totally 105 hours.

8. Assessment tools and methods of demonstrating learning outcomes

In the process of studying the discipline, the following assessment tools and methods of demonstrating learning results are used:

- standardized tests;
- current evaluation;
- credit module testing and survey;
- presentations of the results of completed tasks and research;
- student presentations and performances at scientific events;
- evaluation of the results of CPIT.

9. Evaluation policy

Deadline policy: specific deadlines are set for the completion of individual tasks and control activities. Rearranging modules takes place with the permission of the directorate of the institute if there are good reasons (for example, sick leave).

Academic Integrity Policy: The use of printed and electronic sources of information during control activities is prohibited.

Attendance Policy: Class attendance is a mandatory component of assessment. For objective reasons (for example, quarantine, illness, internship), training can take place online upon agreement with the course leader.

The final score (on a 100-point scale) is determined as a weighted average, depending on the specific weight of each credit component:

Module 1	Module 2	Module 3
30 %	40 %	30 %
1. Grades in classes: 4 topics of 10 points each - max. 40 points. Written work - max. 60 points.	1. Grades in classes: 3 topics of 10 points each - max. 30 points. 2. Written work - max. 70 points.	1. Participation in trainings - max. 20 points. 2. Preparation of CPIT - max. 40 points. 3. Defense of CPIT - max. 40 points.

Evaluation scale

University's scale	National scale	ECTS scale
90 – 100	«Excellent»	A
85 – 89	«Good»	B
75 – 84	«Good»	C
65 – 74	«Satisfactory»	D
60 – 64	«Satisfactory»	E
35 – 59	«Unsatisfactory with an opportunity to retest»	FX
1 – 34	«Unsatisfactory with a mandatory course repeat»	F

11. Equipment and software for the course

№	Equipment	Themes

1	Notebook,	1-7
2	Multimedia projector	
3	Interactive blackboard	

References

1. Basque Joëlle, Nicolas Bencherki, & Timothy Kuhn. (2022). *The Routledge Handbook of the Communicative Constitution of Organization*. Routledge.
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3. Conversation Starters. (2021). *CRM Magazine*, 25(7), 20–26.
4. Gulbrandsen, & Sine Nørholm Just. (2020). *Strategizing Communication: Theory and Practice*. Samfundslitteratur.
5. Pawan Tiwari. (2021). *Communication for Management*. Laxmi Publications Pvt Ltd.
6. Renu Gupta. (2021). *Professional Communication*. Laxmi Publications Pvt Ltd.
7. Sara LaBelle, & Jennifer H. Waldeck. (2020). *Strategic Communication for Organizations*. University of California Press.
8. Stephanie Kelly, E. (2019). *Computer-Mediated Communication for Business: Theory to Practice*. Cambridge Scholars Publishing.
9. Pop A-M, Sim M-A. Political Correctness in Business Communication. *Annals of the University of Oradea, Economic Science Series*. 2021;30(1):317-323. doi:10.47535/1991aues30(1)035

Internet resources

1. National Library of Ukraine named after V.I. Vernadskyi. URL: <http://www.nbuv.gov.ua>
2. Library named after L. Kanishchenko of the West Ukrainian National University. URL: <http://library.wunu.edu.ua/index.php/uk/>
3. Library named after V.G. Korolenko. URL: <http://korolenko.kharkov.com/>
4. Student electronic library. URL: <http://www.lib.ua-ru.net/>
5. Ternopil Regional Universal Scientific Library. URL: <https://library.te.ua/>