

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



**EUROPEAN SCHOOL  
OF BUSINESS**



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Course Name			
		Foreign language (professional)	
Lecturer (s)			
		Tetiana Vysochanska, senior lecturer at the Department of Tourism, Social Sciences and Humanities	
Lecturer's profile			
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-turyzmu#zzz-vysochanska">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-turyzmu#zzz-vysochanska</a>	
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Discipline page			
		<a href="https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat">https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat</a>	
Form of final control	test	def. test	exam
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## 1 Brief discipline annotation

This academic discipline is the theoretical background for the set of knowledge and skills forming the profile of a marketing specialist by foreign (English) language means. Learning of the discipline allows achieving the double goal: to obtain the necessary theoretical knowledge and practical skills, which is an integral part of work of modern marketing specialists, as well as to develop foreign social, cultural and communicative competences. The discipline also allows enhancing both the quality of marketing and proficiency in English (a recognized general-purpose language of the international dialog), which can ensure the successful growth of enterprise's business in the multicultural global space.

## 2 Background for studying discipline

Subject matter of the academic discipline: exploration of basic principles of marketing provided by foreign (English) language means.

The Foreign language (professional) discipline is based on knowledge of such disciplines as Marketing, Economic theory, Management, Economic analysis, Accounting and taxation, Finance, money and credit, as well as is related to such disciplines as Foreign economic activities of enterprises, Organization of entrepreneurial activity, Business etiquette, Social communications, History of culture, etc.

## 3 Goal and objectives of the discipline

The goal of the Foreign language (professional) discipline is to provide students with practical skills in foreign language proficiency in different types of speech activity related to professional activities.

The Foreign language (professional) course is aimed at:

- obtaining the latest professional information via foreign sources;
- using oral monologic and dialogic speech within everyday, social, political, general economic and professional topics;
- translating general economic texts from a foreign language into the native language;
- abstracting and annotating social and political and general economic literature in native and foreign languages.

Key objectives of the Foreign language (professional) course are to provide students with the professional communicative competence. Students should master speech at the level of program requirements and be able and willing to implement the training in their future practical activities.

The Foreign language (professional) course will provide students with systematic and thorough knowledge of related courses, purposeful work on studying of special literature, active work on practical tasks, independent work and performance of individual tasks.

## 4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 10. To explain information, ideas, problems and alternatives for managerial decision making to marketing specialists and non-specialists, representatives of different structural units of a market entity.

## 5 ECTS credits

21 ECTS credits / 630 academic hours



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Discipline structure

No.	Sections and topics	Amount of hours													
		full-time mode of study						part-time mode of study							
		total	including						total	including					
			l	s	p	lab.	ind.	i. w.		l	s	p	lab.	ind.	i. w.
<b>SECTION 1. HUMAN RELATIONS</b>															
1.1.	Relationships	19			10			9	18					18	
1.2.	Family	15			6			9	18			2		16	
1.3.	Friends	19			10			9	18			2		16	
1.4.	Communication	19			10			9	16					16	
1.5.	Life and problems of young people. Lifestyles	18			10			8	20			2		18	
	<b>Total per section 1</b>	<b>90</b>			<b>46</b>			<b>44</b>	<b>90</b>			<b>6</b>		<b>84</b>	
<b>SECTION 2. COUNTRIES. TRAVELING</b>															
2.1.	Traveling	19			10			9	18			2		16	
2.2.	Holidays	19			10			9	18			2		16	
2.3.	Customs	17			10			7	18					18	
2.4.	Geography	19			10			9	18			2		16	
2.5.	History	16			8			8	18					18	
	<b>Total per section 2</b>	<b>90</b>			<b>48</b>			<b>42</b>	<b>90</b>			<b>6</b>		<b>84</b>	
<b>SECTION 3. CAREER AND SUCCESS</b>															
3.1.	Choice of profession. Unusual profession	14			6			8	18			2		18	
3.2.	Millionaires	19			10			9	18					18	
3.3.	Professional qualification	19			10			9	16					16	
3.4.	Part-time job	19			10			9	16			2		16	
3.5.	Education	19			10			9	16			2		16	
	<b>Total per section 3</b>	<b>90</b>			<b>46</b>			<b>44</b>	<b>90</b>			<b>6</b>		<b>84</b>	
<b>SECTION 4. SCIENCE AND TECHNOLOGY</b>															
4.1.	Inventions and inventors	19			10			9	18					18	
4.2.	Transport	19			10			9	18			2		18	
4.3.	Experiments	16			8			8	18					18	
4.4.	Internet	17			10			7	16			2		16	
4.5.	Gadgets	19			10			9	18			2		18	
	<b>Total per section 4</b>	<b>90</b>			<b>48</b>			<b>42</b>	<b>90</b>			<b>6</b>		<b>84</b>	
<b>SECTION 5. LEISURE AND REST</b>															
5.1.	Leisure time, entertainment	17			10			7	16			2		16	
5.2.	Hobbies	19			10			9	18					18	
5.3.	Cinema and theater	18			10			8	18			2		18	
5.4.	TV, radio, press	19			10			9	18					18	
5.5.	Museums	17			8			9	16			2		16	
	<b>Total per section 5</b>	<b>90</b>			<b>48</b>			<b>42</b>	<b>90</b>			<b>6</b>		<b>84</b>	
<b>SECTION 6. ENVIRONMENT. NATURE</b>															
6.1.	Environment.	19			10			9	18			2		16	
6.2.	Environmental issues	16			8			8	16					16	
6.3.	Environmental protection	19			10			9	18			2		18	
6.4.	Natural calamities. Man-caused disasters	18			10			8	18					18	
6.5.	Tourism	18			10			8	18			2		18	
	<b>Total per section 6</b>	<b>90</b>			<b>48</b>			<b>42</b>	<b>90</b>			<b>6</b>		<b>84</b>	
<b>SECTION 7. HEALTH AND SPORTS</b>															
7.1.	Health and health problems	15			6			9	18					18	
7.2.	Diseases and symptoms	19			10			9	18			2		16	
7.3.	Resorts	18			10			8	18			2		18	
7.4.	Sports and fitness	19			10			9	18					18	
7.5.	Nutrition	19			10			9	16					16	
	<b>Total per section 7</b>	<b>90</b>			<b>46</b>			<b>44</b>	<b>90</b>			<b>6</b>		<b>84</b>	
	<b>Total per discipline</b>	<b>630</b>			<b>330</b>			<b>300</b>	<b>630</b>			<b>42</b>		<b>588</b>	



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## List of obligatory tasks

### **Human relations**

Relationships, relations.

Plural nouns.

Family. Clan.

Degrees of comparison of adjectives.

Comradeship. Communication. Friendship.

Pronouns.

Communication. Language etiquette. Correspondence.

Articles.

Life of young people. Lifestyles.

Present tense.

### **Countries. Traveling**

Traveling.

Past tense.

Holidays in different countries.

Future tense.

Customs. Worldviews and relationships between individuals.

Passive voice.

Geography. Borders of the English-speaking countries. Climate. Interesting places.

Prepositions.

History of the countries whose language is being studied.

Modal verbs.

### **Career and success**

Choice of profession. Unusual professions.

Questions. Negatives.

Millionaires. Success and its achievement.

Conditionals. The Zero Conditional: (if + present simple, ... present simple) ...

Professional qualification. Abilities, skills, competence.

Conditionals. The First Conditional: (if + present simple, ... will + infinitive) ...

Part-time job. Part-time professions. Additional income. Study and work.

Conditionals. The Second Conditional: (if + past simple, ... would + infinitive) ...

Education. Higher education. My university. Ukrainian universities.

Conditionals. The Third Conditional. (if + past perfect, ... would + have + past participle)

### **Science and technology**

Inventions and inventors. World's well-known inventors and scientists.

Complex object.

Transport. Transport in everyday life. Transport of the future.

Indirect speech.

Experiments in life experience. Scientific experiments.

The informal forms of the verb.

Internet. The World Wide Web.

Irregular verbs.

Gadgets. Pros and cons of gadgets. Interesting facts.

Modal verbs.

### **Leisure and rest**

Leisure time, entertainment. Types of rest.

Word building.

Hobbies. Interests and tastes. Favorite activity.



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## 7 List of obligatory tasks

Past Simple (Indefinite).  
 Cinema and theater.  
 Present Simple (Indefinite).  
 Emergence of radio. Emergence of TV.  
 Future Simple (Indefinite).  
 Museums. National museums. Picture galleries. Exhibitions.  
 Future in the Past Simple (Indefinite).  
**Environment. Nature**  
 Environment. Nature around us. Human beings and nature.  
 Past Continuous.  
 Environmental pollution – causes and consequences.  
 Present Continuous.  
 Environmental protection measures.  
 Future Continuous.  
 Natural calamities. Tornadoes. Hurricanes. Drought. Floods. Man-caused disasters.  
 Future in the Past Continuous.  
 Tourism  
**Health and sports**  
 Health and health problems. Healthy lifestyle.  
 Past Perfect.  
 Diseases and symptoms. Calling a doctor to your home. Emergency care. The harm of self-treatment.  
 Present Perfect.  
 The importance of spa recreation for human health and ability to work.  
 Future Perfect.  
 Sports and fitness. The impact of sports and fitness on human health.  
 Future in the Past Perfect.  
 Nutrition. Improper nutrition and its consequences. Diet.  
 Irregular plurals.

## 8 List of selective tasks

Learning individual topics of the program or their parts, which are not presented during lectures and are not addressed during practical classes, or partial exploration of the topic.

## 9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
7 semester	1st – 7th semesters	available	1st – 4th year	General training



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## 10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

## 11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

## 12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

## 13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>



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## 14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

## 15 Recommended sources of information

### Primary literature:

1. Foreign Language for Specific Purposes (English for managers). N.V. Mukan, L.P. Balatska, M.V. Havryliuk, O.L. Hasko, Y.V. Zakaulova, M.I. Zapotichna, N.M. Ilchyslyn, S.F. Kravets, I.S. Myskiv, O.V. Mukan, I.V. Sai, O.R. Senkovich, H.V. Yaremko. Lviv : Lviv Polytechnic Publishing House, 2022. 496 p.

### Additional literature:

1. MacKenzie Ian. English for Business Studies. A course for Business Studies and Economics students. Student's Book. 3rd edition. Cambridge University Press, 2010. 191 p.
2. MacKenzie Ian. English for Business Studies. A course for Business Studies and Economics students. Teacher's Book. 3rd edition. Cambridge University Press, 2010.
3. MacKenzie Ian. English for Business Studies. A course for Business Studies and Economics students. Audio to Student's Book. 3rd edition. Cambridge University Press, 2010.

### INFORMATION RESOURCES:

1. Official website of the IEU online library // Electronic resource. – Available at: <https://library.ieu.edu.ua/online/>
2. Official website of the Vernadsky National Library of Ukraine // Electronic resource. – Available at: <http://nbuv.gov.ua>.
3. Website of free electronic textbooks online // Electronic resource. – Available at: <https://pidru4niki.com>.
4. Official website of CHITALKA student electronic library // Electronic resource. – Available at: <http://chitalka.info>.
5. Official website of the online library of educational and scientific literature // Electronic resource. – Available at: <https://eduknigi.com>.
6. Website of the textbook electronic library // Electronic resource. – Available at: <http://studentam.kiev.ua>.

## 16 Tips on successful study during the course

**If you want to succeed in this discipline, you should:**

- define your goal
- draw up a precise schedule
- work hard
- be confident and conscious
- be creative and active.

**Thus, I wish you insistence, goal commitment and optimism. And you'll definitely succeed! See you at classes!**