



Syllabus for academic discipline «Foreign language for specific purposes»

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Specialty | 075.10 |
| Curriculum | Marketing |
| Educational level | Bachelor's degree |
| Discipline status | compulsory |
| Language of tuition, studies and assessment | English |
| Year / term | 1 year 1 st and 2 nd terms |
| Number of ECTS credits | 9 credits |
| Hours distribution for the forms of educational process and types of studies | Seminars – 124 h. Self-studies – 146 h. |
| The form of terminal control | Exam, credit |
| Department | The department of foreign languages and cross-cultural communication, 61166, Kharkiv, Nauky avenue, 9a, S. Kuznets KhNUE, building 1, aud. 409, Tel. +38 (057) 702-18-32, department site: https://www.hneu.edu.ua/kafedra-inozemnyh-mov-ta-mizhkulturnoyi-komunikatsiyi/ |
| Teacher(-s) | Miniailo Nataliia, teacher of foreign languages and cross-cultural communication department. Balasanian Olena, senior teacher of foreign languages and cross-cultural communication department. Shumskiy Oleksandr, Doctor of Science (Pedagogics), profesor of foreign languages and cross-cultural communication department. |
| Teachers contact information | Miniailo Nataliia nataliya.minyaylo@hneu.net Balasanian Olena elenabalasanian@gmail.com Shumskiy Oleksandr oll123@ukr.net |
| Days of studies | Miniailo Nataliia according to the current schedule Balasanian Olena according to the current schedule Shumskiy Oleksandr according to the current schedule |
| Tutorials | According to the tutorials schedule, individual, PLS chat. |
| The purpose of the academic discipline: the extension of speech competencies in a foreign language and the formation of professionally-oriented foreign language communicative competence. | |
| Structural and logical scheme of studying the academic discipline | |
| Prerequisites | Postrequisites |
| English language | Marketing |
| Business economy | Communicative marketing |



The content of the academic discipline

Module 1. Introduction to specialty.

Topic 1. Marketing activities for present-day business.

Topic 2. Structure organization of marketing service.

Module 2. Marketing strategy formation.

Topic 3. Personnel marketing.

Topic 4. Financial marketing.

Material and technical (software) support of the discipline

Multimedia projector, PLS S. Kuznets KhNUE, Zoom

Forms and methods of assessment

The university uses a 100-point cumulative system for assessing the learning outcomes of the applicants for higher education.

Current control is carried out during seminars and is aimed at checking the level of preparedness of a higher education applicant to perform specific work and is assessed by the sum of the points scored.

Final control includes terminal control, which is carried out in the form of a differentiated credit and exam.

The maximum possible number of points for current control during the term for a discipline which implies control in the form of credit is 100 and the minimum possible number of points is 60.

Current control includes the following control measures: tasks and presentations of the relevant topics, current tests.

More detailed information about the system of assessment and accumulation of points for the academic discipline is given in the work plan (technological card) for the academic discipline.

Academic Discipline Policies

Teaching an academic discipline is based on the principles of academic integrity. Violations of academic integrity are considered to be: academic plagiarism, fabrication, falsification, copying, cheating, bribery, biased evaluation. For violations of academic integrity, applicants for higher education are held academically responsible for the following: re-taking the assessment of the relevant type of academic work.

More detailed information about competencies, learning outcomes, teaching methods, forms and methods of assessment, and self-studies is provided in the Work program of the academic discipline.