**INFORMATION REFERENCE**

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| **Full name of the discipline** | Business English: Written Communication |
| **Type of discipline** | selective |
| **Semester** | 3 |
| **Number of ECTS credits** | 4 |
| **Level of higher education** | first (bachelor's degree) |
| **Educational programme** | Entrepreneurship, trade and exchange activity |
| **Language of instruction, teaching** | English, Ukrainian |
| **ESI/faculty** | Educational and Scientific Institute of Economics and Management |
| **Department** | Department of Foreign Philology and Translation |
| **Name of lecturer(s)** | Associate Professor Tеtiana V. Mikhailova |
| **Contacts of lecturer(s)** | O. M. Beketov NUUE, FFS, Department of Foreign Philology and Translation,  tetiana.mykhailova@kname.edu.ua |

**The purpose of the discipline:**

Formation of students' necessary communicative competences in the field of business communication in oral and written forms; skills of practical command of a foreign language in various types of speech activity in the business sphere; promoting students' ability to self-educate; involving students in such academic activities that activate and further develop the entire range of their cognitive abilities; strengthening students' confidence as language users, as well as developing a positive attitude towards language learning; achieving an understanding of important and diverse international socio-cultural issues in order to act appropriately in culturally diverse business situations.

**Interdisciplinary connections:**

The study of this discipline is directly based on the basic knowledge of the academic discipline "Foreign Language".

**Contents:**

**Content module 1.** Types of business written communication. Building a career. A business plan. Business communication. Types of business communication. Job search. Job announcements. Compiling job search ads. Selection of vacancies. Employment procedure. Professional skills. Grammar: Agreement of tenses. Direct and indirect speech.

**Content module** 2. Grammatical and lexical features of business written communication. Writing C.V., resume. Cover Letter. Formal / informal correspondence. Types of business letters. The structure of a business letter. Vocabulary of business communication. Linguistic features of business letters. Etiquette of business correspondence. Emails. Basic reductions in business correspondence. Grammar: Conditional method. Types of conditional sentences. Passive state of verbs.

**Content module** 3. Peculiarities of intercultural business written communication and business etiquette. Intercultural business written communication. Communication techniques with representatives of other cultures. Business trip. Business etiquette. Standard phrases of business speech. Interview. Job interview. Postponing or canceling an appointment. Peculiarities of conducting telephone conversations. Grammar: Compound conjunctions. Compound prepositions. Subordinate clauses.

**Learning outcomes:**

VRN 2. To carry out effective written communication in a foreign language in a business environment.

**Teaching methods:**

Verbal, visual, practical.

**Methods of control and the procedure for assessing learning outcomes:**

Current control: oral or written survey.

Modular control: written control, testing.

Final semester control (differentiated test) – oral control, written control, testing.

**Material and technical and information support:**

**Methodological support**

1. ID дистанційного курсу дисципліни у  віртуальному освітньому середовищі на платформі MOODLE ХНУМГ ім. О.М. Бекетова. [Електронний ресурс]. – Режим доступу<https://dl.kname.edu.ua/course/view.php?id=1764>

2. Ділова англійська мова: навч. посібник для студентів 2-го курсу всіх спеціальностей університету /О. О, Гнатишева, В. Б. Пряницька, О. В. Шепель; Хакрів. нац. ун-т міськ. госп-ва Ім. О. М. Бекетова. – Харків: ХНУМГ ім. О. М. Бекетова, 2021. – 93 с.

<https://foreign.kname.edu.ua/images/science/posibnykPryanytska.pdf>

3. Methodological guidelines for independent work on the subject “Foreign language for Business” (for all 1st year students of bachelor’s degree level of higher education, all specialties) / О. M. Bекеtоv National University of Urban Economy in Kharkiv; com. S. O. Zubenko, О. V. Havrylova. – Kharkiv : O. M. Beketov NUUE, 2020. – 52 p.

<https://eprints.kname.edu.ua/57514/1/2020%20%D0%BF%D0%B5%D1%87.%20390%D0%9C%20%D0%94%D1%96%D0%BB.%D1%96%D0%BD.%D0%BC.pdf>

4. Methodological guidelines for individual work on the subject “Foreign language for Business” (for all 1st year students of bachelor’s degree level of higher education, all specialties) / О. M. Bекеtоv National University of Urban Economy in Kharkiv; com. S. O. Zubenko. – Kharkiv : O. M. Beketov NUUE, 2020. – 47 p.

<https://eprints.kname.edu.ua/57590/1/2020%20%D0%BF%D0%B5%D1%87.%20389%D0%9C%20%D0%94%D1%96%D0%BB.%D1%96%D0%BD.%D0%BC.pdf>

5. Methodological guidelines for practical work on the subject “Foreign language for Businee ” (for all full-time students education level “bachelor” all specialties / О. M. Bекеtоv National University of Urban Economy in Kharkiv ; com. O. V. Havrylova, O. L. Ilienko. – Kharkiv: O. M. Beketov NUUE, 2019. – 43 p.

<https://eprints.kname.edu.ua/53771/1/2019_430%D0%9C%20%D0%9C%D0%B5%D1%82%D0%BE%D0%B4_%D0%94%D1%96%D0%BB%D0%BE%D0%B2%D0%B0%20%D0%BC%D0%BE%D0%B2%D0%B0.pdf>