

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ  
УКРАЇНИ  
ПРИКАРПАТСЬКИЙ НАЦІОНАЛЬНИЙ  
УНІВЕРСИТЕТ ІМЕНІ ВАСИЛЯ СТЕФАНИКА**



Факультет історії, політології і міжнародних відносин

Кафедра міжнародних економічних відносин

**СИЛАБУС НАВЧАЛЬНОЇ ДИСЦИПЛІНИ**

**Іноземна мова з спеціальності**

Освітня програма Управління міжнародним бізнесом

Спеціалізація (за наявності) \_\_\_\_\_

Спеціальність 073 Менеджмент

Галузь знань 07 Управління та адміністрування

Затверджено на засіданні  
кафедри

Протокол №\_\_від  
“ \_ ” \_\_\_\_\_ 20\_\_\_\_р.

## **ЗМІСТ**

1. Загальна інформація
2. Опис дисципліни
3. Структура курсу
4. Система оцінювання курсу
5. Оцінювання відповідно до графіку навчального процесу
6. Ресурсне забезпечення
7. Контактна інформація
8. Політика навчальної дисципліни

### 1. Загальна інформація

Назва дисципліни	Іноземна мова з спеціальності
Освітня програма	Управління міжнародним бізнесом
Спеціалізація (за наявності)	
Спеціальність	073 Менеджмент
Галузь знань	07 Управління та адміністрування
Освітній рівень	бакалавр
Статус дисципліни	Основна
Курс / семестр	1-2 / 1-4 семестр
Розподіл за видами занять та годинами навчання (якщо передбачені інші види, додати)	Лекції – 0 год. Семінарські заняття – 120 год. Самостійна робота – 240 год.
Мова викладання	англійська
Посилання на сайт дистанційного навчання	<a href="https://d-learn.pnu.edu.ua/index.php?">https://d-learn.pnu.edu.ua/index.php?</a>

### 2. Опис дисципліни

Мета та цілі курсу (в межах мети на цілей ОП)
Компетентності (мають співпадати з матрицею ОП)
Програмні результати навчання (мають співпадати з матрицею ОП)

### 3. Структура курсу

№	Тема	Результати навчання	Завдання
1	Careers	Students talk about their level of ambition and say what makes for a successful career. Students look at typical word combinations and verbs used with career.	Quizzes, oral answers, cases
2	Be aware of your online image	Students read an article about how their social-networking profile could damage their employment prospects. Students listen to an interview with Melissa Foux, Finance Director of a UK television business.	Quizzes, oral answers, cases
3	Language review: Modals 1: ability, requests and offers	Students look at modals used for ability, requests and offers (can, could and would) and do exercises based around a job interview.	Quizzes, oral answers, cases
4	Telephoning: making contact	Students listen to some calls and learn how to get through to who they want to speak to, leave messages, etc	Quizzes, oral answers,

			cases
5	Case study: YouJuice	Students choose the right candidate for an internal promotion within an international drinks company.	Quizzes, oral answers, cases
6	Companies	Students talk about the type of company they would most like to work for and the business sector they work in now. Students look at vocabulary used to describe companies and that used in company reports to describe performance.	Quizzes, oral answers, cases
7	A successful company	Students listen to the Chief Executive Officer of Nature's Way Foods talk about the factors that make her company successful. Students read about and compare two companies.	Quizzes, oral answers, cases
8	Language review: Present simple and present continuous	The two tenses are compared and contrasted. Students then complete a job advertisement with the correct tenses.	Quizzes, oral answers, cases
9	Presenting your company	Students look at some advice for making presentations, listen to a presentation about a fashion company and then make a presentation about a company they invent.	Quizzes, oral answers, cases
10	Case study: Dino Conti Ice Cream	A maker of luxury ice cream is in difficulty. Students propose a strategy for revival and growth.	Quizzes, oral answers, cases
11	Selling	Students talk about what they like and don't like about retail shopping. Students work on words related to buying and selling.	Quizzes, oral answers, cases
12	Sales skills	Students read an article about qualities that make the best salespeople. Students listen to the Director of Marketing at QVC, the global shopping channel, talk about how to succeed in selling on TV.	Quizzes, oral answers, cases
13	Language review: Modals 2: must, need to, have to,	Students apply modals for obligation, necessity and prohibition (must, need to, have to and should) in the context of	Quizzes, oral answers,

	should	rules for a timeshare holiday accommodation club and in two texts about how to be a good salesperson.	cases
1 4	Negotiating: reaching agreement	Students discuss tips for successful negotiating, listen to a negotiation and then role-play one themselves.	Quizzes, oral answers, cases
1 5	Case study: A partnership agreement	A business jet charter company wants to team up with a five-star hotel group. Students role-play negotiations between the two companies.	Quizzes, oral answers, cases
1 6	What makes a great idea	Students talk about how new ideas are found and nurtured. Students look at and use typical verb and noun combinations in relation to new ideas, opportunities, etc., and hear them used in context.	Quizzes, oral answers, cases
1 7	Great business ideas	Students listen to an Oxford University researcher talk about the best business ideas of the past 15 years. Students read about three good business ideas and exchange information about them.	Quizzes, oral answers, cases
1 8	Language review: Past simple and past continuous	The two tenses are compared and contrasted. Students then use them in the context of an article about the inventor of Post-it notes.	Quizzes, oral answers, cases
1 9	Successful meetings	Students look at what makes for successful meetings and listen to a meeting in progress. They then study meetings language.	Quizzes, oral answers, cases
2 0	Case study: The new attraction	A rich man has set up a competition that will encourage great ideas for a new visitor attraction. Students brainstorm ideas for a new attraction in their own area/country.	Quizzes, oral answers, cases
2 1	Stress in the workplace	Students discuss stressful situations and ways of relaxing. Students look at stress-related vocabulary. Then they compare stress levels in different jobs and in their own job.	Quizzes, oral answers, cases
2 2	Dealing with stress	Students listen to a director of a health-at-work consultancy talking about stress. Students read about business owners feeling a recent increase in stress levels.	Quizzes, oral answers, cases
2 3	Language review: Past simple and present perfect	The tenses are compared and contrasted. Students then do exercises to find the correct tense and use the correct tense	Quizzes, oral answers,

		with time expressions.	cases
2 4	Participating in discussions	Students listen to members of a human resources department talking about ways of improving the staff's health and then use these expressions in another context.	Quizzes, oral answers, cases
2 5	Case study: Davies-Miller Advertising	Students analyse and tackle problems of stress and low morale in an advertising agency that has recently lost two major accounts.	Quizzes, oral answers, cases
2 6	Corporate entertaining	Students look at different options for entertaining businesspeople.	Quizzes, oral answers, cases
2 7	Eating and drinking	Students look at the language of food and describing restaurants.	Quizzes, oral answers, cases
2 8	Corporate events and Corporate entertainment	The Chief Executive of a corporate entertainment company talks about successful corporate entertainment. Students read three entertainment experts' answers to questions about corporate hospitality.	Quizzes, oral answers, cases
2 9	Language review: Multiword verbs	Students look at the behaviour of multiword verbs in the context of entertaining.	Quizzes, oral answers, cases
3 0	Case study: Organising a conference	Students analyse the different possible venues for a company conference and choose the most suitable one.	Quizzes, oral answers, cases
3 1	New business	Students discuss some ideas to encourage people to start new businesses and give examples of companies in different sectors. Vocabulary: Economic terms Students look at words used to describe an economy and put them into practice.	Quizzes, oral answers, cases
3 2	New business ideas	Students read two articles about people who started their own business. Students listen to two CEOs talk about new businesses.	Quizzes, oral answers, cases

3 3	Language review: Time clauses	Students look at clauses with when, while, before, after, until and as soon as.	Quizzes, oral answers, cases
3 4	Dealing with numbers	Students practise using numbers, fractions, decimals and amounts of money.	Quizzes, oral answers, cases
3 5	Case study: Taka Shimizu Cycles	A Japanese bicycle maker wants to expand in Europe and South-East Asia. Students analyse the economies of four countries and propose the best place to build the factory.	Quizzes, oral answers, cases
3 6	Marketing	Students look at the four Ps - product, price, promotion and place - and talk about impressive marketing campaigns. Students look at combinations of words to do with marketing, and then use them to talk about particular products.	Quizzes, oral answers, cases
3 7	Marketing practice	Students listen to a marketing manager talking about marketing pharmaceuticals. Students read an article about the expansion of Adidas in China.	Quizzes, oral answers, cases
3 8	Language review: Questions	Students look at how questions are formed in the context of a consumer questionnaire.	Quizzes, oral answers, cases
3 9	Telephoning: exchanging information	Students listen to calls and note down specific information relating to numbers, names, etc.	Quizzes, oral answers, cases
4 0	Case study: Wincote International	Students analyse the reasons for the underachievement of an outdoor-clothing company's key product range, and propose corrective action.	Quizzes, oral answers, cases
4 1	Planning	Students look at the different factors in planning various things, from a holiday to a career. Students look at various nouns and the verbs that typically precede them.	Quizzes, oral answers, cases
4 2	How important is planning?	A business consultant talks about how far ahead businesses should plan, and about successful and failed plans. How a software development company became one of Microsoft's key partners without ever writing a business plan.	Quizzes, oral answers, cases

4 3	Language review: Talking about future plans	Students look at the use of the present continuous and of going to for future plans, and of verbs such as plan, hope, expect, would like and want.	Quizzes, oral answers, cases
4 4	Meetings: interrupting and clarifying	Students listen to a meeting, identify expressions for interrupting and clarifying, and use them in a role play.	Quizzes, oral answers, cases
4 5	Case study: European Press and Media Corporation	After analysing market research, students plan the first issue of a new health-and-fitness magazine.	Quizzes, oral answers, cases
4 6	Managing people	Students discuss the qualities and skills needed by good managers. Students work on the prepositions that follow certain verbs.	Quizzes, oral answers, cases
4 7	Management and motivation	Students read an article about employee engagement. A management expert talks about managers who have impressed him.	Quizzes, oral answers, cases
4 8	Language review: Reported speech	Students look at the structures used when reporting what other people have said.	Quizzes, oral answers, cases
4 9	Socialising and entertaining	Students look at punctuality, dress, gifts, small talk, invitations and other cross-cultural issues when people from different cultures meet.	Quizzes, oral answers, cases
5 0	Case study: Ashley Cooper Search Agency	Students consider how to improve staff performance at a property-finding agency.	Quizzes, oral answers, cases
5 1	Conflict	Students do a quiz to find out how good they are at dealing with conflict. Students look at related nouns and adjectives and their opposites.	Quizzes, oral answers, cases
5 2	Conflict management	Students read an article on conflict management. An expert in handling business conflict talks about common causes of conflict in organisations. Students then talk about their own experiences in this area.	Quizzes, oral answers, cases
5 3	Language review: Conditionals	Students look at the first and second conditional, and their use in negotiating.	Quizzes, oral answers, cases

54	Negotiating: dealing with conflict	Students look at ways of defusing conflict and the language to use in this situation.	Quizzes, oral answers, cases
5 5	Case study: Herman & Corrie Teas	Students analyse an offer from a large multinational drinks company to buy a relatively small, privately-owned tea importer and packager.	Quizzes, oral answers, cases
5 6	Products	Students talk about products that they like and their attitudes to companies that make products. Students look at some adjectives that can be used to describe products.	Quizzes, oral answers, cases
5 7	Launching new products	Students read about Casio, the Japanese consumer-electronics company Students listen to four people talk about their best purchases, and to an interview with a lifestyle trends expert.	Quizzes, oral answers, cases
5 8	Language review: Passives	Students look at passives in the context of where goods are made and produced.	Quizzes, oral answers, cases
5 9	Presenting a product	Students listen to a sales manager presenting a product to buyers and then present a product themselves.	Quizzes, oral answers, cases
6 0	Case study: The George Marshall Awards	Students present ideas for new products to the selection committee for an award that recognises innovative goods. The selection committee decides which is the best.	Quizzes, oral answers, cases

#### 4. Система оцінювання курсу

Накопичування балів під час вивчення дисципліни	
Види навчальної роботи	Максимальна кількість балів
Лекція	-
Семінарське заняття	40
Самостійна робота	10
Індивідуальне завдання	-
Залік/Екзамен	50
Максимальна кількість балів	100

## 5. Оцінювання відповідно до графіку навчального процесу

Види навчальної роботи	Навчальні тижні																	Разом
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
Лекції																		
Семінарські з-тя		7		7		7		7		7		5						
Самостійна р-та													10					
Індивідуальні завдання																		
Залік /Екзамен																	50	50
Всього за тиж-нь		7		7		7		7		7		5		10			50	100

**Примітка:** не рекомендується на один тиждень планувати кілька форм контролю.

## 6. Ресурсне забезпечення

Матеріально-технічне забезпечення	Мультимедіа, лабораторії, комп'ютери та інше
Література:	
<ol style="list-style-type: none"> <li>1. Brieger, N. (2011). Writing. HarperCollins Publishers.</li> <li>2. Brieger, N., &amp; Sweeney, S. (2011). Business grammar &amp; practice. Intermediate. HarperCollins Publishers.</li> <li>3. Capel, W., Flockhart, J., &amp; Robbins, S. (2012). Business vocabulary in practice. HarperCollins Publishers.</li> <li>4. Capras, D. (2014). Small talk. London, HarperCollins Publishers.</li> <li>5. Cotton, D., Kent, S., &amp; Falvey, D. (2014). Pre-intermediate Market Leader Business English Course Book. Financial Times.</li> <li>6. Gillett, A. (2017). Speak business English like an American : learn the idioms &amp; expressions you need to succeed on the job! Language Success Press.</li> <li>7. Schofield, J., &amp; Osborn, A. (2011). Speaking. HarperCollins Publishers.</li> <li>8. Tomalin, B. (2012). Collins Key Business Skills. HarperCollins Publishers.</li> </ol>	
Допоміжна	
<ol style="list-style-type: none"> <li>9. Hashemi, L., Murphy, R. (2019). English grammar in use: Supplementary exercises: With answers. Cambridge University Press.</li> <li>10. Jovin, E. (2019). English at work : find and fix your mistakes in business English. Teach Yourself.</li> <li>11. Murphy, R. (2015). Essential grammar in use. Cambridge: Cambridge University Press.</li> <li>12. Murphy, R. (2019). English grammar in use : a self-study reference and practice book for intermediate learners of English : with answers. Cambridge University Press.</li> <li>13. Naylor, H., Murphy, R. (2015). Essential grammar in use supplementary exercises with answers: To accompany essential grammar in use Fourth edition. Cambridge University Press.</li> </ol>	

## 7. Контактна інформація

Кафедра	Кафедра міжнародних економічних відносин вул. Чорновола, 1 (0342) 75-20-27 <a href="http://kmev.pnu.edu.ua">http://kmev.pnu.edu.ua</a> <a href="mailto:kaf_mev@pnu.edu.ua">kaf_mev@pnu.edu.ua</a>
Викладач (і) Гостьові лектори	
Контактна інформація викладача	<a href="mailto:semen.blahun@pnu.edu.ua">semen.blahun@pnu.edu.ua</a>

## 8. Політика навчальної дисципліни

Академічна доброчесність	Неприпустимі плагіат та списування.
Пропуски занять (відпрацювання)	Обов'язковим є для отримання позитивної оцінки відвідування більш 50% занять та виконання самостійної роботи. Пропуски практичних занять відпрацьовуються наступним чином: опрацювання теми, а також виконання завдання із теми.
Виконання завдання пізніше встановленого терміну	Виконання завдання пізніше встановленого терміну характеризується зниженням отриманих балів, про те студент не є обмеженим у досягненні конкретного балу і завжди може його отримати, за допомогою отримання додаткових завдань.
Невідповідна поведінка під час заняття	Невідповідна поведінка під час заняття розглядається є підставою для зниження оцінки студента та направлення звернення до куратора академічної групи.
Додаткові бали	-
Неформальна освіта	Результати неформальної освіти враховуються під час оцінювання студентів, як в розрізі конкретних тем так і самостійної роботи. Підставою для зарахування результатів неформальної освіти виступає наданий

	<p>валідний сертифікат.</p> <p><u>Рекомендовані</u> <u>платформи:</u> Coursera EdX Prometheus EdEra EduHub TED</p>
--	--

**Викладач Благун С.І.**