

LEARNING OUTCOMES

Learning outcomes of the course unit:

As a result of mastering the module a student **must** have the following:

knowledge: this course aims to improve students' Business English language skills by developing vocabulary and reading skills and understanding of tone, style and knowledge of communication methods. It'll also cover how these language skills can enhance audience analysis, business case analysis and basic business communication strategies. Skills learned in this course will often be referred to and needed to complete the speaking, writing and cross-cultural communications courses of this Specialization.

skills:

After completing this course, students will be able to:

- describe things and events in the context of Business English
- make requests in the context of Business English
- support arguments in the context of Business English
- use appropriate tone and style according to the context of Business English
- conduct an audience analysis
- match audience with the purpose and medium of communication
- analyse and summarise business data

Planned learning activities and teaching methods: lectures, seminars, self-study, individual research projects.

Assessment methods and criteria: current assessment (80%): current assessment at seminars; tests; individual research projects, final assessment (20%): test

Language of instruction: English.

COURSE CONTENTS

Informal and formal speech; the style of official documents; Business letters in English; types of business letters; the resume. Covering letters in English; social letters; electronic correspondence; a Visa

Course Structure

Module 1. Business language

Theme 1. Informal and formal speech

Theme 2. The style of official documents

Module 2. Scientific and business communication

Theme 3-4. Business letters in English

Theme 5. Types of business letters

Theme 6. The resume. Covering letters in English

Theme 7. Social letters

Theme 8. Electronic correspondence

Theme 9. A Visa

LECTURE CONTENTS

Module 1. Business language

Theme 1. Informal and formal speech

1. Introduction to the course.
2. Differences between informal and formal speech.
3. Opening and closing a conversation.
4. Introductions and address systems.

Basic concepts: informal speech, formal speech, conversation, introduction, address writing

Theme 2. The style of official documents

1. The importance of official documents.
2. Characteristic of the vocabulary in official documents.
3. The parts of the business paper.
4. The syntax of official documents.

Basic concepts: official documents, business paper, business letter, parts of letter

Module 2. Scientific and business communication

Theme 3-4. Business letters in English

1. Business letters – importance, requirements and parts.
2. Business Letter Vocabulary
3. Business Letter Formats.
4. Formatting Business Letters.
5. Formatting Envelopes for Business Letters.
6. Formatting Business Memos
7. Formatting Business Email.

Basic concepts: Business letters, business memos, business email

Theme 5. Types of business letters

- application;
- order;
- inquiry and reply;
- recommendation;
- introduction;
- claim;
- adjustment;
- acknowledgement;
- congratulation.

Basic concepts: application, order, inquiry and reply, recommendation, introduction, claim, adjustment, acknowledgement, congratulation

Theme 6. The resume. Covering letters in English

1. The resume – importance, requirements and parts.
2. How to write the resume.
3. Types of resume.
4. Covering letter.

The purpose of a resume is to provide a summary of your skills, abilities and accomplishments. It is a quick advertisement of who you are. It is a "snapshot" of you with the intent of capturing and emphasizing interests and secure you an interview. It is not an autobiography. Since your resume is a primary tool in your job search, it needs to be carefully written.

Basic concepts: resume, skills, abilities, accomplishments, covering letter

Theme 7. Social letters

1. Letters of friendship.
2. Letters of courtesy.
3. Formal thank-notes. Appreciation. Condolence. Congratulation.
4. Formal Invitation.

Basic concepts: letter, thank-note, appreciation, condolence, congratulation, formal Invitation

Theme 8. Electronic correspondence

1. Writing telegrams.
2. E-mail.
3. Writing telexes.
4. Questionnaire.
5. Autobiography

Basic concepts: telegrams, E-mail, telexes, questionnaire, autobiography

Theme 9. A Visa

1. The purpose of a visa.
2. Conditions of issue.
3. Types of visa.
4. Entry and duration period.

Basic concepts: visa, types of visa

PRACTICAL CLASSES CONTENTS

Theme 1.

Informal and formal speech

1. Introduction to the course.
2. Differences between informal and formal speech.
3. Opening and closing a conversation.
4. Introductions and address systems.

Please note the following points:

- type all letters on good quality business stationery, preferably matching your resume paper;
- use either blocked style or modified blocked style; do not use a memo format; 26
- use black ink only;
- limit your letter to one page, usually three or four paragraphs;
- write in your own words, using your own style;
- do not rehash the entire resume; instead, elaborate on specific points of particular interest to the employer; refer the reader to your resume for additional information;
- make it easy to read; use spell check and grammar check;
- make the format and layout attractive; center the letter on the page; allow ample margins; make it appealing to look at and inviting to the reader;
- watch your sentence structure; read the letter several times to be sure you are saying what you want to say;
- do not send photocopies or generic letters; you can create a model letter which can be used many times with slight revisions;
- do not e-mail or fax any business correspondence (resumes, applications, letters, etc.) unless you are specifically asked to do so; even then, follow it up with a hard copy in the mail;
- be sure to sign the letter before you mail it;
- buy large envelopes (9x12) instead of matching business envelopes; that way you can mail your resume and cover letter without having to fold or crease them in any way; be sure to add the extra postage for a large envelope;
- remember that your letters represent you and may leave a lasting impression on the reader; it is very important to develop good letter writing skills.

Theme 2.

The style of official documents

1. The importance of official documents.
2. Characteristic of the vocabulary in official documents.
3. The parts of the business paper.
4. The syntax of official documents.

Theme 3-4.

Business letters in English

1. Business letters – importance, requirements and parts.
2. Business Letter Vocabulary
3. Business Letter Formats.
4. Formatting Business Letters.
5. Formatting Envelopes for Business Letters.
6. Formatting Business Memos
7. Formatting Business Email.

Theme 5.

Types of business letters

- application;
- order;
- inquiry and reply;
- recommendation;
- introduction;
- claim;
- adjustment;
- acknowledgement;
- congratulation.

Theme 6.

The resume. Covering letters in English

1. The resume – importance, requirements and parts.
2. How to write the resume.
3. Types of resume.
4. Covering letter.

Theme 7.

Social letters

1. Letters of friendship.
2. Letters of courtesy.
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Theme 8.

Electronic correspondence

1. Writing telegrams.
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5. Autobiography

Theme 9.
A Visa

1. The purpose of a visa.
2. Conditions of issue.
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ASSESSMENT CRITERIA
STUDENTS' KNOWLEDGE AND SKILLS ASSESSMENT CRITERIA OF LEARNING
COURSE RESULTS

The final score of the University (normalized ranking score)	Cumulative grade point average	ECTS grade	Assessment by the national scale		ECTS definition
			Examination, differentiated credit test	Pass / Fail Exam	
90-100	4,51-5,00	A	Excellent	Passed	EXCELLENT - excellent performance with few errors
82-89	4,01-4,50	B	Good		VERY GOOD - above average level with some mistakes
74-81	3,50-4,00	C			GOOD - generally correct work with a number of imperfections
64-73	2,83-3,43	D	Satisfactory		SATISFACTORY - not bad, but with numerous imperfections
60-63	2,51-2,83	E			SUFFICIENT - performance meets the minimum criteria
35-59	2,00-2,50	FX	Unsatisfactory	Fail	POOR - needs preparing before taking repeated examination (credit)
1-34	0,00-1,99	F			UNSATISFACTORY - repeated subjects courses are required

SAMPLES OF FINAL ASSESSMENT TASKS

Differences between informal and formal speech.

2. Opening and closing a conversation.
3. Introductions and address systems.
4. The Style of Official Documents.
5. Business letters – importance, requirements and parts.
6. Business Letter Vocabulary
7. Business Letter Formats.
8. Formatting Business Letters.
9. Formatting Envelopes for Business Letters.
10. Formatting Business Memos
11. Formatting Business Email.
12. Application.
13. Order.
14. Inquiry and reply.
15. Recommendation.
16. Introduction.
17. Claim.
18. Adjustment.
19. Acknowledgement.
20. Congratulation.
21. The resume – importance, requirements and parts.
22. How to write the resume.
23. Types of resume.
24. Covering letter.
25. Letters of friendship.
26. Letters of courtesy.
27. Formal thank-notes. Appreciation. Condolence. Congratulation.
28. Formal Invitation.
29. Writing telegrams.
30. E-mail.
31. Writing telexes.
32. Questionnaire.
33. Autobiography.
34. Visa.
35. Types of visa.

RECOMMENDED LITERATURE

1. Business English Essentials / Bilenka O. – Ternopil, 2003. – Ч. 1. – 200p.
2. Business English Essentials / Bilenka O. – Ternopil, 2003. – Ч. 2. – 236p.
3. Intermediate Language Practice: English Grammar and Vocabulary. Michael Vince with Paul Emmerson. Macmillan Publishers Limited. – 2003. – 296 p.
4. English Vocabulary in Use. Elementary / Michael McCarthy, Felicity O'Dell. Cambridge University Press. – Cambridge, 2005. – 168 p.
5. English Vocabulary in Use. Pre-intermediate and intermediate / Stuart Redman. Cambridge University Press. – Cambridge, 2003. – 264 p.
6. Market Leader: Course Book. Intermediate Business English / David Cotton, David Falvey, Simon Kent. – Longman. – 2004. – 176 p.
7. Naunton Jon. Head for business (HFB). Intermediate student's book. Oxford University Press. – Oxford, 2000. – 159 p.
8. Newsweek: 2007-2009
9. Liz and John Soars. New Headway English Course (Intermediate). Oxford University Press, 1998
10. I.Borisenko, L.Yevtushenko. English in International Documents and Diplomatic Correspondence. Kyiv, 1992.
11. M.Swan. Practical English English Usage. Oxford, 1995.
12. T.Nelson. Business Class. Max Hueber Verlag, 1995.
13. T.Huckin and L.Olsen. technical and Professional Communication. McGraw-Hill, Inc., 1991.
14. P.Strutt. Longman Business Letters and Other Business Documents.

Internet Resources

1. <https://opentalk.org.ua/langstory/pishemo-suprovidnii-list-angliiskoyu-movoyu-cover-letter>
2. www.themuse.com/advice/the-10-rules-of-interview-etiquette
3. <http://www.resume-in-english.ru/jobinterview.htm>
4. <http://s-english.ru/dialogi/job-interview>
5. <http://online-teacher.ru/study/dialog-sobesedovanie>
6. <http://www.englishforbusiness.ru/materials/interview/preparation/>
7. <https://opentalk.org.ua/langstory/spivbesiba-na-angliiskii-movi>
8. http://rabota-x.ru/vsjo-o-sobesedovanii/sobesedovanye-na-angliiskom/voprosi_otveti
9. <https://uk.speaklanguages.com/>