MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
Faculty of Air Navigation, Electronics and Telecommunications
Aviation English Department

AGREED
Dean of Faculty of Air Navigation,
Electronics and Telecommunications

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«___» ___ 11 ___ 2023

APPROVED
Vice-Rector for Academics

_____ Anatolii POLUKHIN
« 30 » 11 2023

Quality Management System
COURSE TRAINING PROGRAM
on
«Business Foreign Language»

Educational and Professional Program: Information support and engineering of aviation computer systems

Field of study: 17 Electronics, automation and electronic communications
Speciality: 174 Automation, computer-integrated technologies and robotics

Training Form	Seme-ster	Total (hours/ credits ECTS)	Lectures	Practicals	Self-study	HW/ CGP	TP/CP	Semester Grade
Full-time	2	105/ 3.5	-	36	69		-	2 exam

Index: CM-2-174-3/23-1 2

QMS NAU CTP 22.01.04–01–2023

The Course Training Program on "Business Foreign Language" is developed on the basis of the Educational and Professional Programs "Information support and engineering of aviation computer systems" Curriculum and Extended Curriculums CM-2-174-3/23; ECM-2-174-3/23; for education seekers training of Speciality 174 Automation, computer-integrated technologies and robotics and corresponding normative documents.

Developed by:
professor of Aviation English Department,
Doctor of Pedagogical Sciences   Nataliia PAZIURA

Discussed and approved by the Aviation English Department, Minutes № 8 of 04.09.2023.

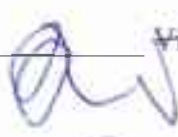Head of the Aviation English Department   Nataliia PAZIURA

Discussed and approved by the Graduate Department for Speciality 174 "Automation, computer-integrated technologies and robotics", Educational and Professional Program "Information support and engineering of aviation computer systems"– Department of Aviation Computer-Integrated Complexes, Minutes № 25 of 04.09 2023.

Guarantor of the Educational and Professional program
"Information support and engineering of
aviation computer systems"   Oleg SMIRNOV

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                                                                         «28»   11   2023

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Contents:

INTRODUCTION

Course Training Program on «Business Foreign Language» is developed based on the "Methodical guidance for the subject course training program", approved by the order № 249/од, of 29.04.2021 and corresponding normative documents.

1. EXPLANATORY NOTES

1.1. Place, purpose, tasks of the discipline.

The place of the discipline "Business Foreign Language" is determined by the theoretical and practical basis of the set of knowledge and skills that form the profile of a specialist in the fields of automation and instrument making.

The purpose of teaching the discipline is to master students' communication skills in modern business English based on the existing general language training of the student to clearly express their own opinions, negotiate with business partners and solve possible problem situations; study of specialized business terminology, acquaintance with the specifics of translation of economic literature and banking documentation; formation of skills and abilities of drawing up contracts, business letters.

The task of studying the discipline is:

- preparing students for effective communication in the business environment;
- formation of communicative language competencies for business communication in an intercultural environment and work in an intercultural team;
- achieving the level of language proficiency B2, which is the standard for obtaining a master's degree.

1.2. Learning outcomes that make it possible to achieve academic discipline.

As a result of studying this discipline, the student must acquire the following learning outcomes (in combination with other educational components):

1.2.1. For the educational-professional program "Information support and engineering of aviation computer systems":

- communicate in state and foreign languages orally and in writing to discuss professional problems and results of activities in the field of automation and computer-integrated technologies, presentation of research results and innovative projects;
- collect the necessary information using scientific and technical literature, databases and other sources, analyze and evaluate it;
- to protect intellectual property rights, commercialize the results of research activities ;

1.3. Competences that make it possible to acquire the discipline. As a result of studying this discipline, the student must acquire the following competencies (in particular, in combination with other educational components):

1.3.1. For the educational-professional program "Computer-aided control systems and automatics":

- ability to conduct research at the appropriate level;
- ability to generate new ideas (creativity)
- ability to abstract thinking, analysis and synthesis
- ability to work in an international context;
- ability to apply knowledge in practical situations ;

1.3.2. For the educational-professional program "Computer-integrated technological processes and production":

- ability to conduct research at the appropriate level
- ability to abstract thinking, analysis and synthesis
- ability to work in an international context
- ability to make a presentation on the results of research

1.4. Interdisciplinary connections.

The discipline "Business Foreign Language" is based on knowledge of such disciplines as "Philosophical problems of scientific knowledge", "Methodology of applied research in the field of automation and

computer-integrated technologies" and is the basis for the study of further disciplines, namely: "Undergraduate practice " and other.

2. COURSE TRAINING PROGRAM ON THE SUBJECT

2.1. The subject content

The teaching material of the discipline is structured on a modular basis and consists of 1 training module, namely: "The company and its business activities", which is a logical complete, relatively independent, integral part of the discipline, mastering which involves a modular test and analysis of its results .

2.2. Modular structuring and integrated requirements for each module

Module №1 "Company and its business activities"

Integrated requirements of module №1: *(know the basic terminology of business communication and language clichés, be able to make reports and presentations at interviews, business meetings, and your company, as well as its activities in a foreign language, have the ability to work with specialized literature, be able to do business correspondence).*

Topic 1. The structure of the company

The main departments in the company. Description of the most famous companies in the world. Airlines: structure and activity.

Topic 2. Company management

Distribution of responsibilities in the company. Features of the departments.

Topic 3. Hiring

Job postings. Writing a resume.

Topic 4. Interview with the employer

Interviewing a potential employer. Employment tips. Features of work in airlines.

Topic 5. Company activities

Organization of own business. Advantages and disadvantages of different types of company Stressful situations in the company related to its activities. Stressful situations in the activities of aviation personnel. Import and export of products and services.

Topic 6. Product quality

Innovation in the industries of the 21st century. Innovations in professional life. Departments of human resources development as a basis for the development of innovative technologies.

Topic 7. Efficiency factors

Conducting research in companies. Airlines Human Resources Development Department.

Topic 8. Starting your own business

Changes in everyday and professional life: causes and consequences. Conditions of high own competitiveness in the labor market.

Topic 9. Marketing

Basic concepts of marketing. Means of customer interest. Marketing researches.

Topic 10. Cross-cultural business interaction

Work in a multicultural company. Methods of conflict prevention.

Topic 11. International business style

Rules of international business etiquette. Understanding the multicultural business world.

Topic 12. World brands

The most famous world brands. Rules of business preservation in the modern world. Large airlines.

Topic 13. Branded goods

Fundamentals of successful sales of branded goods. Rules of corporate ethics.

Topic 14. Advertising

The role of advertising in the development of trade. Advertising campaign and slogans. Discussion advertising. Scripts for commercials. Airline advertising.

Topic 15. Business media

Famous business media empire in the world. The role of advertising media in the activities of companies.

Topic 16. World trends in advertising
Marketing metaphors. Technique of marketing research. Correspondence in marketing
Topic 17. Advertising companies
Rules for preparing a business newsletter. Advertising of airline services.

2.3. Training schedule of the subject

№	Theme (thematic section)	Total, hour		
		Mode of study: Full-time education		
		Total	practical	Self-study
1	2	**3**	4	5
Module №1 Company and its business activities				
1.1	The structure of the company	**2 semester**		
		6	2	4
1.2	Company management	6	2	4
1.3	Hiring	6	2	4
1.4	Interview with the employer	6	2	4
1.5	Company activities	6	2	4
1.6	Product quality	6	2	4
1.7	Efficiency factors	6	2	4
1.8	Starting your own business	6	2	4
1.9	Marketing	6	2	4
1.10	Cross-cultural business interaction	5	2	3
1.11	International business style	6	2	4
1.12	World brands	6	2	4
1.13	Branded goods	6	2	4
1.14	Advertising	6	2	4
1.15	Business media	6	2	4
1.16	World trends in advertising	6	2	4
1.17.	Advertising companies	5	2	3
1.18	**Module test №1**	5	2	3
Total by the subject		**105**	**36**	**69**

2.4. The list of questions and content of tasks for preparation for the exam.

The list of questions and content of tasks for preparation for the exam are developed by the leading teacher of the department following the course training program, approved at the meeting of the department and distributed among students.

3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT
3.1. Teaching methods

It is recommended to use the following teaching methods during mastering the subject:
- explanatory and illustrative method;
- method of problem presentation;
- reproductive method;
- research method.

The implementation of these methods are carried out during lectures, demonstrations, self-study, work with the educational material, analysis and solution of problems.

3.2. List of references
Basic literature

3.2.1. Bob Dignen. International Management. English Managing Projects B2-C1. Coursebook with 2 audio CDs. Delta Publishing. –2019.

3.2.2. Business English 1 Course Book. Dorling Kindersley. 2017 – 192 p.

3.2.3. Margaret O'Keeffee, Lewis Lansford, Business Partner B1 Coursebook with Digital Resources. Pearson Education Limited, 2018 – 160p.

3.2.4. N. Paziura. Aviation Business English. Manual. –K.: NAU. – 2018. – 128 p.

3.2.5. R. McLarty Business Partner B1 Workbook. Pearson Education Limited, 2018 – 66 p.

3.2.6. Пазюра Н.В. Guide to Authentic professionally oriented texts for self-learning Методичні рекомендації 2019. – 38 p.

Additional Literature

3.2.7. G. Tullis, T. Trappe. New insight into Business. Students' book. Longman, 2010. – 177 p.

3.2.8. G. Tullis, T. Trappe. New insight into Business. Workbook. Longman, 2010. – 106 p.

3.3. Internet Information resource

3.3.1. EMC of the discipline "Business Foreign Language"

3.3.2. https://www.coursera.org/learn/r-programming/

4. Rating System of assessing students' knowledge and skills acquired

4.1. Grading of different kinds of academic work performed by a student is done in accordance with Table. 4.1.

4.2. Completed types of educational work are credited to the student, if he received a positive rating for them (Table 4.1).

Table 4.1

Grading of different kinds of academic activities performed by a student.

Table 4.1(Exam)

Kind of Academic Work	Maximum Grade Values
	Full-time
2 semester	
Module № 1	
Reading and analysis of professionally oriented texts	10
Listening to the professionally oriented texts	10
Writing information related to the topic	10
Monologue speaking based on the topic	10
Dialogic speaking based on the topic	10
Module Test №1	10
For admission to complete module test №1, a student must receive not less than	30
Total by module №1	**80**
Semester Grade	**20**
Total by the subject	**100**

4.3. The sum of rating assessments received by the student for certain types of completed educational work is the current modular rating assessment, which is recorded in the module control.

4.4. The sum of the final semester module and examination ratings, in points, is the final semester rating, which is converted into grades on the national scale and the ECTS scale (Annex 4).

- In the case of differentiated credit credit, the final semester rating is converted into a score on a national scale and a scale ECTS (Annex 4).

4.5. The final semester rating in points, on the national scale and the ECTS scale is entered in the test report, study card and student record book, for example, as follows: 92 / Excellent / A, 87 / Good / B, 79 / Good / C, 68 / Set / D, 65 / Set / E, etc.

4.6. The final rating of the subject is equal to the final semester rating. The specified final rating assessment in the subject is entered in the Diploma Supplement.

4.7. The final rating of the subject is defined as the arithmetic mean of the final semester ratings in points (in this subject - for the first and second semesters) with its subsequent transfer to grades on the national ECTS scale.

The specified final rating assessment in the subject is entered in the Diploma Supplement.

(Ф 03.02 – 01)

АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки

(Ф 03.02 – 02)

АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище, ім'я, по батькові	Підпис ознайомленої особи	Дата ознайом-лення	Примітки

(Ф 03.02 – 04)

АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище, ім'я, по батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 03)

АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульо-ваного			

(Ф 03.02 – 32)

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				
Узгоджено				
Узгоджено				
Узгоджено				