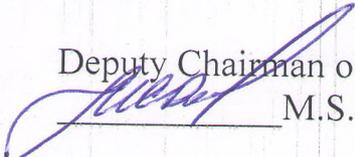


Ministry of Education and Science of Ukraine
National Aerospace University – "Kharkiv Aviation Institute"

Department of Documentation and Ukrainian Language (№ 801)

APPROVE

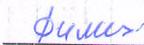
Deputy Chairman of the SMC 1


M.S. Romanov

Chairman of the SMC 2


D.M. Krytskyi

Chairman of the SMC 3


L.O. Filipkovska

« 31 » 08 2021

SYLLABUS OF SELECTIVE EDUCATIONAL DISCIPLINE

Officially a business language in society

(name of academic discipline)

Majors: all majors of the university

Educational program: all educational programs of the university

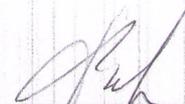
Level of higher education:

first (bachelor's)

The syllabus was put into operation on September 1, 2021

Kharkiv – 2021

Author: **Firsova I.**, senior teacher
(surname and initials, position, academic degree and academic title)


(signature)

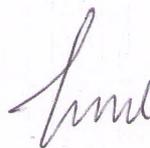
The syllabus of the discipline was considered at a meeting of the Department of Documentation and the Ukrainian language (№801)
(name of the department)

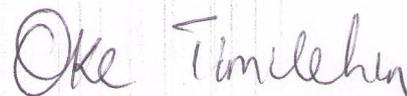
Protocol № 1 from "30.08". 2021

Head of the Department, Candidate of Philosophy,
Associate Professor

 Alla Prylutska

Agreed with the representative of students:





1. General information about the teacher



Firsova Irina, senior teacher. Since 2014 he has been teaching at the university: the following disciplines:

- language training;
- regional geography
- official business language;
- scientific style;
- professionally-oriented special course in the Ukrainian language.

Areas of research:

the concept of "space" in the linguistic and cultural aspect, interactive methods of teaching ULF, the use of technical teaching aids (computer and multimedia, Internet) to control knowledge, storage and use of educational materials.

2. Description of the discipline

Semester in which the discipline is taught - 1 semester

Scope of the discipline: 3 ECTS credits / 90 hours, including classroom - 48 hours, independent work of applicants - 42 hours.

Form of education - full-time / part-time / distance

The discipline is selective.

Types of educational activities - practical classes.

Types of control - modular control, credit.

The teaching language is Ukrainian.

Prerequisites – ULF

Co-requisites – ULF

3. The purpose and objectives of the discipline

Goal:

- study of the basics of the general laws of communicative processes and the laws of communication, which is a necessary condition for the successful operation of a modern specialist;
- formation of skills of interpersonal interaction;

- usage of various communication technologies for effective communication at professional, scientific and social levels on the basis of tolerance, dialogue and cooperation;
- modeling of communicative behavior according to situations, selection and application of various communicative strategies to achieve a positive result;
- formation of independent effective communicative style, abilities and skills of productive business interaction;
- identification of skills of interpersonal interaction, the ability to motivate people and move towards a common goal, as well as the skills of using information and communication technologies in business communication;
- ability to apply the basic tools of business communication, to use effective methods of behavior in the process of communication, taking into account the rules of business ethics and business etiquette;
- possession of verbal and nonverbal means of communication, the ability to control emotions in the process of business communication;
- ability to make contact, objectively perceive the interlocutor, predict the outcome of communication, create a friendly atmosphere during official business communications;
- ability to conduct productive business communication: negotiations, business conversation, telephone conversation, interview, discussion, debate, public speech, presentation, business correspondence, other types of written and electronic communication;
- ability to resolve conflicts in business communication, overcoming communication barriers;
- mastering the basic principles of manipulative influence and the formation of skills to neutralize it.

Tasks:

- to form the systematic idea of business communication as a means of cooperation, interaction, ensuring the achievement of goals of employees, the goals of the organization and society;
- to form an appropriate understanding of the importance of the culture of business communication in the establishment and development of constructive business relations and partnerships between the subjects of business relations;
- to form a theoretical and methodological basis for further mastering of social communication and professional disciplines that students will study;

- to promote the formation of leadership and communicative and moral and ethical qualities, the desire for co-creation and cooperation, mastering the rules of business ethics and norms of behavior adopted in a professional society.

After mastering the discipline, the applicant will acquire the following **competencies**:

- ability to apply knowledge in practical situations;
- ability to communicate in a foreign language;
- analyze and implement the results of scientific and applied research.

It is expected that after mastering the discipline the applicant will achieve the following learning outcomes and he will be:

- be able to negotiate with colleagues, accessible and reasoned presentation of research results in written and oral forms;
- participate in professional discussions;
- to carry out analytical search of the scientific information corresponding to the formulated problem and to estimate it on criteria of adequacy.

4. The content of the discipline

Module 1.

Content module 1.

- *Form of classes: practical classes, independent work.*
- *Volume of classroom load: 24 hours.*
- *Required items and equipment (equipment, supplies, materials, tools): none.*

Topic 1. COMMUNICATION IN SOCIETY AND OFFICIAL BUSINESS COMMUNICATIONS

- *Form of classes: lecture, independent work.*
- *Volume of classroom load: 6 hours.*
- *Required items and equipment (equipment, supplies, materials, tools): none.*

1. Communication as a mechanism of interaction between people. Differences between the concepts of "dialogue" and "communication".
2. Types and functions of communication, trends in modern communication.

3. Features of business communication. Etiquette of business communication. KISS-principle in business communication.

4. Features of information perception and listening ability.

5. Reading as a skill of nonverbal communication. J. Mitchell's "7 Seconds" Rule.

- *Volume of independent work of applicants: 6 hours.*

The main characteristics of business communication and its specifics. The unity of the three sides of business communication (communication, perception, interaction). Components of the communicative process. Ways to enhance the message and the effectiveness of communications. Communicative principles of business relations optimization. Basic communication skills. Business etiquette.

Topic 2. VERBAL MEANS OF BUSINESS COMMUNICATION

- *Form of classes: lecture, independent work.*

- *Volume of classroom load: 8 hours.*

- *Required items and equipment (equipment, supplies, materials, tools): none.*

1. The concept of verbal means of communication.

2. Linguistic manifestation of official business communication.

3. The specifics of oral and written speech, its manifestation in business communication.

4. The place of official business style among other functional styles of the modern Ukrainian language.

5. Lexical, morphological and syntactic features of official business language.

- *Volume of independent work of applicants: 6 hours.*

Typology of functional styles of the Ukrainian language. Dictionary of personality.

Topic 3. NON-VERBAL MEANS OF COMMUNICATION

- *Form of classes: lecture, independent work.*

- *Volume of classroom load: 8 hours.*

- *Required items and equipment (equipment, supplies, materials, tools): none.*

1. The concept of "non-verbal means of communication" and features of non-verbal language.

2. Types of nonverbal means of communication:

- tactile contact;
- gestures and poses, manipulation of objects during communication;
- facial expressions and eye contact;
- volume, timbre, tone of speech, their importance in business communication;
- distance of communication, location of communication participants during negotiations.

3. National specifics of non-verbal means of communication, its consideration during business communication.

4. The role of non-verbal means in situations of business communication, non-verbal and verbal manifestations of lying.

- Volume of independent work of applicants: 8 hours.

The value of images and pictures in the transmission of information. National features of nonverbal communication. The biggest typical causes of intercultural misunderstandings: stereotypes, attitudes to time, the concept of communication distance, features of etiquette; ambiguity in the interpretation of body language. The influence of emotions on the course of a business conversation.

Modular control. CTCM №1.

- Form of classes: writing a modular work in the classroom (at the discretion of the teacher is allowed to conduct in remote form).

- Volume of classroom load: 2 hours

Required items (means, equipment, materials, tools): none.

Content module 2.

- Form of classes: practical classes, independent work.

- Volume of classroom load: 24 hours.

- Required items and equipment (equipment, supplies, materials, tools): none.

Topic 1. WRITTEN BUSINESS COMMUNICATION

- *Form of classes: lecture, independent work.*
- *Volume of classroom load: 6 hours.*
- *Required items and equipment (equipment, supplies, materials, tools):*

none.

1. Features of business written communication.
2. Specifics of documentary information. Document as the main genre of official business style.
3. Statement, autobiography as examples of business written communication.
4. Summary. See resume. Rules for writing a resume. Typical resume mistakes.
5. Motivation letter: purpose, rules of writing.

- *Volume of independent work of applicants: 7 hours.*

Features of writing and registration of business letters abroad. The Internet as a tool for official business communication. Methods of unification and standardization of the text in modern conditions.

Topic 2. ORAL BUSINESS COMMUNICATION

- *Form of classes: practical classes, independent work.*
- *Volume of classroom load: 8 hours.*
- *Required items and equipment (equipment, supplies, materials, tools):*

none.

1. Features of the official business style of communication.
2. Principledness and tolerance in business communication.
3. Business conversation as a kind of business communication, its main stages and features.
4. The specifics of a business conversation with a potential employer. The most insidious questions of the employer. Behavior strategy at the employment interview.
5. Strategy of positive self-positioning. Creating the image of a successful business person. External image. Behavioral image. Communicative image.
6. Ethics of business communication on a mobile phone.

- *Volume of independent work of applicants: 7 hours.*

Evaluation of the effectiveness of negotiations. Functions of the negotiation process: information, communication, control, advertising, switching. The creative essence of the negotiation process.

Topic 3. CULTURE OF PUBLIC BUSINESS COMMUNICATION

- *Form of classes: practical classes, independent work.*

- *Volume of classroom load: 8 hours.*

- *Required items and equipment (equipment, supplies, materials, tools):
none.*

1. Public speech. Types of public speaking.

2. The main stages of preparation for the speech.

3. Ways to activate the attention of listeners.

4. Speech technique and its main stages.

5. Visuality as a means of illustration and proof. The art of creating and demonstrating presentations.

6. Types and methods of argumentation during a public speech. Secrets of successful public speaking.

- *Volume of independent work of applicants: 7 hours.*

Typology and formats of public speeches. Types of arguments. The purpose and structure of the presentation. Specifics of the visual series of the presentation. The problem of communication with the audience as a whole. Self-presentation.

Modular control. CTCM №2.

- *Form of classes: writing a modular work in the classroom (at the discretion of the teacher is allowed to conduct in remote form).*

- *Volume of classroom load: 2 hours*

- *Required items and equipment (equipment, supplies, materials, tools):
none.*

5. Individual tasks

Not provided by the curriculum

6. Teaching methods

Verbal, visual, practical.

7. Methods of control

Current control (theoretical survey and solution of practical problems), modular control (testing by course sections) and final (semester) control (credit).

8. Criteria for evaluation and distribution of points received by applicants

Components of educational work	Points for one class (task)	Number of classes (tasks)	Total number of points
Content module 1			
Activity during classroom work	0...2	11	0...22
Modular control	0...28	1	0...28
Content module 2			
Activity during classroom work	0...2	5	0...22
Modular control	0...28	1	0...28
Total for the semester			0...100

Criteria for evaluating the applicant's work during the semester

The accepted evaluation scale

The sum of points for all types of educational activities	Score for credit
90-100	Excellent
75-89	good
60-74	satisfactorily
01-59	unsatisfactory with the possibility to hand over again

The credit is conducted in the form of testing. The test consists of 20 closed-ended questions (for the correct answer to one question the applicant receives 4 points) and 2 open-ended questions (maximum number of points for the answer to one question - 10).

During the semester test, the applicant has the opportunity to receive a maximum of 100 points.

Criteria for evaluating the applicant's work during the semester

Excellent (90-100) corresponds to the level of competence - perfect or productive. The grade "excellent" is given if the student:

- shows deep knowledge of the Ukrainian language (professionally);
- shows a full understanding of the material, substantiates his thoughts, implements knowledge in practice, gives the necessary examples not only in the textbook, but also independently compiled;

- presents the material consistently and correctly, without violating the norms of literary language;
- reproduces orally and in writing the offered samples of documents.
- the answer is marked by the richness of vocabulary, grammatical correctness, observance of stylistic unity and expressiveness of the analysis of texts of documents, practical tasks are executed correctly, competently. There may be 1-2 linguistic inaccuracies in the evidence.

Good (75-89) corresponds to the level of competence - basic or constructive-variable. A grade of "good" is given if the student:

- in general coped with the task, showed a sufficient level of knowledge of the Ukrainian language (for professional purposes);
- has knowledge of the structure of documents, is able to consistently reproduce their text;
- makes some mistakes, which he corrects after the teacher's remarks, and isolated flaws in the sequence of presentation of the material or speech design in accordance with language norms;
- speech illustrates the presence of terminological vocabulary, meets stylistic norms. However, there are violations in the sequence of teaching, in the formation of certain evidence there is a noticeable superficiality.

Satisfactorily (60-74) corresponds to the level of competence - elementary or productive.

- the tasks set before the student are fulfilled, but not in full.
- there is a superficial knowledge, there is no argumentation of evidence.
- there is not always a good choice of words relative to the context, there is no difference between primary and secondary information.
- the answer lacks unity of style, the statement is generally connected, but the poverty of the dictionary is noticeable.

The student shows knowledge and understanding of the main provisions of the topic, but:

- does not present the material fully enough and makes mistakes in formulating rules, performing practical tasks;
- is not able to deeply and convincingly substantiate their thoughts and feels insecure in the selection of necessary illustrations;
- teaches the material inconsistently;
- confused in the details of the document and makes mistakes when constructing it;
- makes mistakes in speech design;

- does not care about the culture of speech.

Unsatisfactorily (1-59) corresponds to the level of competence - initial or receptive. Most of the content of the answer is not well thought out, the practical task is incorrectly performed or not performed at all. There are gaps in theoretical knowledge. The vocabulary of the statements is poor, there is no sequence of opinions.

9. Course policy

The practice of missed classes is in accordance with the schedule of consultations, with the prior consent of the teacher. Issues related to academic integrity are considered by the teacher or according to the procedure specified in the Regulations on Academic Integrity.

10. Grading scale: point and traditional

The sum of points	Score on a traditional scale	
	Exam, differentiated test	credit
90 – 100	Excellent	Credited
75 – 89	Good	
60 – 74	Satisfactorily	
0 – 59	Unsatisfactorily	Not credited

10. Methodical support

Textbooks, manuals on business Ukrainian, collections of exercises on business speech.

1. Business Ukrainian language: tests for students of higher educational institutions EQL "Master" specialty "Civil Service" / [Bilovus L., Vilkova T., Gavura O., Konoplińska O., Lishchynska N., Shkitska I.]. Ternopil: LLC "New Color", 2013. (Series "Documentation and information activities"). Topics: 1-6.

2. Tasks-cases on documentary linguistics, managerial document science, analytical and synthetic processing of information, compiled by Dr. Philol. Sciences, Prof. I. Yu. Shkitskaya: Information, communication, document: situational tasks for practical classes. Ternopil, 2017. S. 22-45. Topics: 3-7.

3. Shkitskaya IY Linguistic foundations of document science: teaching method. manual / I. Yu. Shkitska. view. 2nd, reworked. and ext. Ternopil: Volia, 2010. 267 p. Topics: 3-5.

4. Shkitskaya I. Yu. Management document science: textbook. manual for students of higher education institutions of III-IV levels of accreditation.

view. 2nd, updated. and ext. Ternopil: TNEU, 2020. 382 p. URL: <http://dspace.tneu.edu.ua/handle/316497/38608> 8-10 Topics: 1-6.

7. Shkitska IY Modern language communication in public administration: a textbook for students of higher educational institutions. Ternopil: TNEU, 2017. 312 p. URL: <http://dspace.tneu.edu.ua/handle/316497/29700> Topics: 2-6.

11. Рекомендована література

Basic

1. Avramenko O. It was - became: changes in spelling. Kyiv, 2019. 40p.
2. Avramenko OO, Yakovenko LV, Shiyka VY Business communication: a textbook / for science. ed. OO Avramenko. Ivano-Frankivsk: "Lily-NV", 2015. 160 p.
3. Antisurzhhik. We learn to behave politely and speak correctly / for the general. Ed. O. Serbenska. Lviv, 2017. 304 p.
4. Bereza T. Good language - in a word: a dictionary of exquisite Ukrainian language. Lviv, 2017. 420 p.
5. Vysotsky AV Syntactic sphere of the adverb in the Ukrainian literary language. K. : Dmytro Burago Publishing House, 2015. 328 p.
6. Gorodenska K. Ukrainian word in the dimensions of today. Kyiv, 2019. 208 p.
7. Delusto MS Modern Ukrainian literary language: Morphemics. Word formation: teaching method. Manual for students. philol. specials of higher education. institutions. Izmail: RVV IDGU, 2015.
8. Business Ukrainian language: tests for students of higher educational institutions EQL "Master" specialty "Civil Service" / [Bilovus L., Vilкова T., Gavura O., Konoplitska O., Lishchynska N., Shkitska I.]. Ternopil: New Color LLC, 2013.
9. Business communication: oral and written forms / Telezhkina OO, Lysenko NO, Kushnir OO, Litvinenko OO, Pidubna NO Kharkiv: Striped printing house, 2015. 384 p.
10. DSTU 3582-97. Information and documentation. Abbreviations of words in the Ukrainian language in the bibliographic description. General requirements and rules. Kyiv: State Standard of Ukraine, 1998. 26 p. 11. DSTU 3843-99. State unified documentation system. Substantive provisions. Valid from 2000-07-01. Kyiv: State Standard, 2008. 8 p.

12. DSTU 3844-99. State unified documentation system. Sample form. Construction requirements. Effective from 2000-07-01. Kyiv: State Standard, 2008. 10 p.

13. DSTU 8302-2015. Information and documentation. Bibliographic link. General provisions and rules of compilation. Kyiv: UkrNDNC, 2016. 16 p.

14. Zubkov MG Norms and culture of the Ukrainian language according to the updated spelling. Business speech. 2nd ed., Ext. and changes. Kyiv: Ariy, 2019. 608 p.

15. Koval L. Semantic-syntactic basis of the main component of one-syllable sentences in the Ukrainian language. Vinnytsia: Nilan-LTD LLC, 2015. 316.

16. Korunets IV Theory and practice of translation (aspect translation): textbook / ed. OI Terekha, 5th ed., Ed. and ext. Vinnitsa. New Book, 2017, 448 p.

17. Methodical recommendations for the implementation of a complex practical individual task in the discipline "Ukrainian language for professional purposes" for students of EQL "Bachelor": teaching method. materials / [Bilovus L., Vilкова T., Gavura O., Konoplitska O., Lishchynska N., Shkitska I.]. Ternopil: TNEU, 2012. 65 p.

18. Ostapchenko O. Ukrainian language in the game: Problems, competitions, deceptions, interesting facts, tests, quests. Kyiv, 2018. 224 p.

19. Seligey PA Light and shadows of scientific style: monograph / Philip Seligey; NAS of Ukraine, Institute of Linguistics. OO Potebny. Kyiv: Kyiv-Mohyla Academy Publishing House, 2016. 627 p.

20. Standard instruction on office work in ministries, other central and local executive bodies, approved by the resolution of the Cabinet of Ministers of Ukraine dated January 17, 2018 № 55. URL: <https://zakon.rada.gov.ua/laws/show/348-97-%D0%BF#Text>

Auxiliary

1. Ukrainian language for image and career / IM Litvinova, TV Kotukova. Kharkiv, 2019. 160 p.

2. Ukrainian spelling / NAS of Ukraine, Institute of Linguistics. OO Potebny; Institute of Ukrainian Language. Kyiv, 2019. 391 p.

3. Shevchuk SV, Klimenko IV Ukrainian language for professional purposes: a textbook. 5th ed., Corrected. and ext. Kyiv: Alerta, 2019. 640 p.

4. Shkitskaya IY Linguistic foundations of document science: teaching method. manual. view. 2nd, reworked. and ext. Ternopil: Volya, 2010. S. 56-73.

5. Shkitska IY Manipulative tactics of the positive: linguistic aspect: monograph / for science. ed. prof. VM Britsyn. Kyiv: Dmytro Burago Publishing House, 2012. 440 p. : il.

6. Shkitska IY Modern language communication in public administration: a textbook for students of higher educational institutions. Ternopil: TNEU, 2017. 312 p. URL: <http://dspace.tneu.edu.ua/handle/316497/29700>.

7. Shkitska I. Ukrainian language (for professional purposes): tests, tasks, answers: textbook. Ternopil: Publisher Starodubets, 2003. 122 p.

8. Shkitskaya IY Management document management: textbook. manual for students of higher education institutions of III-IV levels of accreditation. view. 2nd, updated. and ext. Ternopil: TNEU, 2020. 382 p. URL: <http://dspace.tneu.edu.ua/handle/316497/38608>.

9. Carnegie Dale. How To Win Friends and Influence People. Simon & Schuster (August 24, 2010). 285 s.

10. Complete Ukrainian. John Murray Publisher, 2016. 320 p. (Teach Yourself).

11. Nedashkivska Alla. Ukrainian for Professional communication: a web based textbook for developing business and professional communication skills in Ukrainian. URL: <https://businessukrainian.com/>.

12. Voss Chris, Raz Tahl. Never Split the Difference: Negotiating As If Your Life Depended On It. HarperCollins e-books. Revised edition (May 28, 2009). 334 p.

12. Information resources

1. National Parliamentary Library of Ukraine. [Electronic resource]. URL: <http://www.lib.rada.gov.ua>

2. Website of the Ukrainian Language and Information Foundation. [Electronic resource]. URL: <http://www.ulif.org.ua>

3. Ukrainian-language site about the modern Ukrainian language. [Electronic resource]. URL: <http://library.te.ua/resursi-nternetu/kultura-mistectvo/kultura/b-bloteki1/elektronn-b-bl-oteki/>

4. www.mova.info

5. www.novamova.com.ua

6. www.perekla.kiev.ua

7. www.pravopys.net

8. www.r2u.org.ua

9. www.rozum.org.ua

10. www.nbu.gov.ua

11. www.uk.wikipedia.org

ANNEX

List of fields of knowledge, majors and educational programs of the university

Branches of knowledge: 02 Culture and art, 03 Humanities, 05 Social and behavioral sciences, 07 Management and administration, 08 Law, 10 Natural sciences, 11 Mathematics and Statistics, 12 Information Technology, 13 Mechanical Engineering, 14 Electrical Engineering, 15 Automation and Instrumentation, 16 Chemical and bioengineering, 17 Electronics and telecommunications, 19 Architecture and construction, 27 Transport, 28 Public Administration, 29 International Relations Specialties: 029 Information, library and archival business, 035 Philology, 051 Economics, 053 Psychology, 071 Accounting and taxation, 072 Finance, banking and insurance, 073 Management, 075 Marketing, 076 Entrepreneurship, trade and stock exchange activity, 081 Law, 101 Ecology, 103 Earth Sciences, 113 Applied Mathematics, 121 Software Engineering, 122 Computer Science, 123 Computer Science Engineering, 124 System Analysis, 125 Cybersecurity, 126 Information Systems and Technologies, 131 Applied Mechanics, 133 Industrial Engineering, 134 Aviation and Rocket and Space technics, 141 Power engineering, electrical engineering and electromechanics, 142 Power mechanical engineering, 144 Heat power engineering, 151 Automation and computer-integrated technologies, 152 Metrology and information-measuring equipment, 153 Micro- and nanosystem technology, 163 Biomedical engineering, 172 Telecommunications and radio engineering, 173 Avionics, 193 Geodesy and Land Management, 272 Aviation, 274 Automotive transport, 281 Public Administration, 292 International Economic relationships

Educational programs: Information, library and archival business, Applied linguistics, Business Economics, Psychology, Accounting and Taxation, Finance, Banking and Insurance, Management, Logistics, Project Management, Marketing, Entrepreneurship, trade and exchange activities, Law, Ecology and environmental protection, Space Earth Monitoring, Computational Intelligence, Software Engineering software, design information technology, computerization of information processing and Management, Intelligent Systems and Technologies, Computer Technology in Biology and medicine, computer systems and networks, mobile software systems and the Internet of Things, System programming, Systems analysis and management, Information security and communication systems, information systems and virtual support technologies environments, Distributed information systems, Artificial intelligence and information systems, Dynamics and strength of machines, robotic systems and logistics systems, Computer engineering, Aircraft engines and power plants, Unmanned aerial vehicles complexes, Design and manufacture of composite structures, Design, production and certification of aircraft, Rocket engines and power plants, Satellites, engines and power plants. Engineering and technical translation, Technology production of aircraft engines and power plants, Computer-integrated management in energy, Unconventional and renewable energy sources, Gas turbines installations and compressor stations, Energy management, Mobile application engineering, Computer systems of technical vision, Computer technology design and production, Computer-integrated technological processes and production, Intelligent information measuring systems, Quality, standardization and certification, Micro- and nanosystem technology, Biomedical Engineering, Information Communication Networks, Radioelectronic devices, systems and complexes, Autonomous navigation and adaptive control systems aircraft, Geographic Information Systems and Technologies, Intelligent Transport systems, Aircraft and aircraft maintenance and repair, Automotive and Automotive, Public Administration, International Economics