

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ДЕРЖАВНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ВІННИЦЬКИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ ІНСТИТУТ**

**СИСТЕМА УПРАВЛІННЯ ЯКІСТЮ**

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**Кафедра іноземної філології та перекладу**

**ЗАТВЕРДЖЕНО**  
Рішення вченої ради  
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**ВВЕДЕНО В ДІЮ**  
Наказ від 03.06.2024 № 91

**ІНОЗЕМНА МОВА  
ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ/  
FOREIGN LANGUAGE FOR SPECIFIC PURPOSES**

**РОБОЧА ПРОГРАМА**

Ступінь вищої освіти	«бакалавр» /	«bachelor»
Галузь знань	07 «Управління та адміністрування» /	«Management and Administration»
Спеціальність	076 «Підприємництво та торгівля» /	«Business and Trade»
Освітня програма	«Підприємництво та торгівля» /	«Business and Trade»

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Обговорено та схвалено:

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## I. ЗАГАЛЬНІ ПОЛОЖЕННЯ:

### **Мета вивчення освітнього компоненту.**

Загальною метою викладання та вивчення освітнього компоненту «Іноземна мова за професійним спрямуванням» є підготовка здобувачів освітнього ступеня «бакалавр» до ефективної комунікації в академічному та професійному оточенні. Програма передбачає, що комунікативні мовні компетенції будуть формуватись для адекватної поведінки в реальних ситуаціях академічного та професійного життя.

Зміст програми визначається її принципами, має чітко і гнучко сформульовані цілі й результату навчання; базується на професійних та навчальних вміннях; охоплює професійний та академічний зміст (сфери предметних знань); ситуативний зміст (контекст); прагматичний зміст (необхідні практичні та корисні вміння); враховує попередній досвід навчання здобувачів освітнього ступеня «бакалавр», їхні освітні потреби та кінцеві результати.

### **Результати вивчення освітнього компоненту, його місце в освітньому процесі.**

Результатом вивчення освітнього компоненту «Іноземна мова за професійним спрямуванням» для освітньої програми «Підприємництво та торгівля» є формування комплексу компетентностей:

- **інтегральна компетентність:** здатність розв'язувати складні спеціалізовані завдання та проблеми у сферах підприємницької та торговельної діяльності або в процесі навчання, що передбачає застосування теорій та методів організації і функціонування підприємницьких та торговельних структур і характеризується комплексністю та невизначеністю умов.

Дисципліна орієнтована на формування низки загальних і спеціальних (фахових) компетентностей, передбачених Стандартом вищої освіти для спеціальності «Підприємництво, торгівля та біржова діяльність». Зокрема:

- **загальні компетентності:**  
ЗК 4. Здатність спілкуватися іноземною мовою .
- **спеціальні (фахові) компетентності:**  
СК 9. Здатність до організації зовнішньоекономічної діяльності підприємницьких та торговельних структур.

**Програмними результатами навчання (ПРН) здобувачів з освітнього компоненту «Іноземна мова за професійним спрямуванням» є:**

ПРН 3. Мати навички письмової та усної професійної комунікації державною й іноземною мовами.

ПРН 19. Застосовувати знання й уміння для забезпечення ефективної організації зовнішньоекономічної діяльності підприємницьких та торговельних структур з урахуванням ринкової кон'юнктури і діючих правових норм.

Із-поміж перерахованих програмних результатів навчання для дисципліни «Іноземна мова за професійним спрямуванням» ключовим є формування лінгвістичної компетентності, яка реалізується через низку субкомпетентностей (лексичну, граматичну, семантичну, фонологічну, орфографічну, соціокультурну).

- Лексична субкомпетентність як складник лексичної компетенції складається із лексичних та граматичних елементів. На вибір лексичних елементів впливають академічні та/або професійні сфери і ситуації, в яких вони мають вживатися, тому підбір лексики може у значній мірі різнитися в окремих робочих програмах.

- Граматична субкомпетентність як знання та вміння користуватися граматичними ресурсами мови розглядається як цілісний механізм виконання комунікативних завдань в рамках даної ситуації. Мовні функції, необхідні для виконання комунікативних завдань, визначаються контекстом, пов'язаним із навчанням і спеціалізацією.

- Семантична субкомпетентність яка розглядає здатність здобувачів освітнього ступеня «бакалавр» усвідомлювати й контролювати організацію змісту, інтегрується у розвиток мовленнєвої комунікативної компетенції, оскільки питання змісту посідають центральне місце в комунікації, відношення слова до його загального контексту, внутрішньолексичні зв'язки, значення граматичних елементів, категорій, структур та процесів, такі логічні зв'язки як наслідковість, пресупозиція, імплікативність мають велике значення в розумінні та продукуванні дискурсу іноземною мовою.

- Фонологічна та орфографічна субкомпетентності формуються лише настільки, наскільки це є необхідним для усної, письмової комунікації в рамках академічного й професійного середовища, що відповідає РВМ СІ.

- Соціокультурна субкомпетентність як невід'ємна частина змісту програми спрямована на розвиток розуміння й тлумачення різних аспектів культури і мовної поведінки у професійному середовищі. Вона сприяє розвитку вмінь, характерних для поведінки в різних культурних і професійних ситуаціях та реагування на них.

**Міждисциплінарні зв'язки:** робоча програма упорядкована відповідно до анотації освітньо-професійної програми підготовки бакалаврів, базується на вивченні таких обов'язкових освітніх компонентів, як «Іноземна мова спеціальності», «Українська мова за професійним спрямуванням», «Основи академічного письма».

## Критерії оцінювання результатів навчання.

Критерієм успішного проходження здобувачем вищої освіти підсумкового оцінювання може бути досягнення ним мінімальних порогових рівнів оцінок за кожним запланованим результатом навчання освітнього компоненту. Мінімальний пороговий рівень оцінки варто визначати за допомогою якісних критеріїв і трансформувати його в мінімальну позитивну оцінку використовуваної числової (рейтингової) шкали.

Рівні компетентності	За шкалою ДТЕУ	Критерії оцінювання
1	2	3
Високий (дослідницький)	90-100	Має обгрунтовані та всебічні знання з освітнього компонента «Іноземна мова за професійним спрямуванням», вмє узагальнювати та систематизувати набуті знання; самостійно знаходить додаткові джерела інформації та може визначити їх новизну та актуальність; виконує завдання у повному обсязі з мінімальною кількістю помилок і неточностей, що свідчить про: досконале засвоєння матеріалу; відмінне володіння мовленнєвими навичками; аргументоване й логічне викладення змісту в усній / письмовій формі; вільне оперування термінами й поняттями; виявлення творчих здібностей у процесі засвоєння та користування іноземною мовою
Достатній (частково-пошуковий)	82-89	Добре володіє теоретичним матеріалом, проявляє ініціативність у підготовці до занять, належним чином та в повному обсязі виконує завдання, що містить окремі (лексичні / граматичні / стилістичні / орфографічні / фонетичні) помилки, що свідчить про те, що здобувач добре володіє практичними навичками та вміннями; аргументовано й логічно розкриває більшість основних положень теми; виявляє розуміння сутнісного змісту понять; дає адекватні за змістом та лінгвістичним оформленням відповіді на поставлені питання.
	75-81	Володіє визначеним програмою навчальним матеріалом; в повному обсязі виконує завдання, що містить окремі помилки, дає адекватні за змістом та лінгвістичним оформленням відповіді на поставлені питання.
Елементарний (репродуктивний)	69-74	Неповністю виконує завдання, яке містить певну кількість помітних помилок у змісті та вербальному оформленні, що загалом свідчить про низький рівень іншомовних знань, погану сформованість мовленнєвих навичок, які задовольняють мінімальні критерії; відсутність розуміння змісту основних понять, погане володіння термінологічним апаратом теми; недостатньою мірою виявлену активність в комунікативних ситуаціях та неналежну старанність під час виконання індивідуальних завдань і самостійної

		роботи; відсутність творчого підходу в опануванні змісту дисципліни, переважно репродуктивний характер навчальної роботи).
	60-68	Ознайомлений з навчальним матеріалом, відтворює його на репродуктивному рівні; виконує елементарні завдання за зразком.
Низький (фрагментарний)	35-59	Ознайомлений та відтворює навчальний матеріал на рівні окремих фактів, відповіді містять велику кількість суттєвих помилок, що в цілому свідчить про оволодіння програмним матеріалом на рівні елементарного розпізнання; відсутність системного розуміння структури мови та сформованих мовленнєвих умінь і навичок; поверхнєве розуміння і пояснення змісту понять, термінів, окремих питань, які розглядалися; пасивність під час обговорення питань теми на аудиторних заняттях; відсутнє виконання завдань для самостійної роботи.
	1-34	Ознайомлений з навчальним матеріалом на рівні розпізнавання та відтворення окремих фактів.

Для очної (денна, вечірня) форми навчання поточна робота оцінюється в 100 балів, підсумковий контроль (екзамен) оцінюється в 100 балів.

До екзамену допускаються всі здобувачі вищої освіти, які набрали за результатами поточної роботи протягом семестру 60 балів.

Результат підсумкового контролю (екзамен) з освітнього компоненту для здобувачів очної форми навчання визначається як середньоарифметична сума балів поточної роботи та екзамену.

Кращим здобувачам, які повністю виконали програму з освітнього компоненту, виявили активність в науково-дослідній роботі за відповідною тематикою, стали призерами студентських олімпіад, виступали на конференціях та за результатами поточної роботи набрали 90 і більше балів, науково-педагогічний працівник має право виставити результат екзамену без опитування (при усному екзамені) чи виконання екзаменаційного завдання (при письмовому екзамені).

Результат підсумкового контролю (екзамен) з освітнього компоненту для здобувачів заочної форми навчання оцінюється в 100 балів, відповідно до Положення про організацію освітнього процесу від 07.02.2022 № 38 (зі змінами).

Здобувач вищої освіти, який не погоджується з оцінкою, отриманою під час підсумкового контролю, має право звернутися із проханням перегляду оцінки, одержаної на екзамені, відповідно до Положення про апеляцію результатів підсумкового контролю знань студентів від 07.02.2022 № 32.

**Обсяг освітнього компоненту в кредитах та його розподіл  
(тематичний план)**

Теми	Кількість годин			Форми контролю	Бальна оцінка	
	Усього годин/кредитів	з них				
		практичні заняття	Самостійна робота студентів			
<b>I курс</b>						
<b>I семестр</b>						
<b>Unit 1. Business and Entrepreneurship. The Noun.</b>	<b>35</b>	<b>14</b>	<b>21</b>		<b>14</b>	
1. Key Notions of Business.	Formation of nouns. Classification of nouns.	5	2	3	В, Т	2
2. Productive Resources: natural resources, capital, labour, technology.	The Category of Number. Countable and uncountable nouns	5	2	3	УД	2
3. Profits and Profitability. Competition.	Regular plurals. Compounds.	5	2	3	ПЗ	2
4. Types of Business. Manufacturing Businesses.	Irregular plurals.	5	2	3	РМГ, В	2
5. Service Businesses.	Singularia tantum nouns.	5	2	3	РМГ, Т	2
6. Forms of Business. Sole Proprietorships. Partnerships.	Pluralia tantum nouns. Invariable nouns.	5	2	3	ПЗ	2
7. Corporations. Entrepreneurship.	Category of Case. Possessive case, of-phrases.	5	2	3	Д	2
<b>Unit 2. Business Organizations and Human Resources. The Article.</b>	<b>35</b>	<b>14</b>	<b>21</b>		<b>14</b>	
8. Types of Companies. Privately-owned and State-owned Companies.	The Article. Kinds of Articles.	5	2	3	В, Т	2
9. Relationships between Companies.	Use of articles with common nouns.	5	2	3	УД	2
10. Holding Company. Conglomerate.	Use of articles with nouns of material.	5	2	3	ПЗ	2
11. Joint Venture. Consortium.	Use of articles with abstract nouns.	5	2	3	РМГ, Т	2

12. Shareholders, Management.	Use of articles with proper nouns (geographical names, names of places,).	5	2	3	ПЗ	2
13. Workforce of a Company.	Use of articles with proper nouns (buildings, public organizations, etc., names of persons).	5	2	3	Д	2
14. Human Resources (HR). HR Department. Human Resource Management.	Special difficulties in the use of articles (names of month and days, seasons, meals, languages). Use of articles with set expressions.	5	2	3	ПЗ	2
<b>Unit 3. Management and Leadership. The Pronoun.</b>		<b>35</b>	<b>14</b>	<b>21</b>		<b>15</b>
15. Key Notions of Management. Basic Management Functions.	Classification of pronouns. Personal and possessive pronouns.	5	2	3	В, Т	2
16. Planning and Organizing Functions. Directing and Controlling Functions.	Reflexive pronouns. Reciprocal pronouns.	5	2	3	УД	2
17. Leadership. Leadership styles. Autocratic / Authoritarian style of leadership.	Interrogative pronouns. Demonstrative pronouns.	5	2	3	ПЗ	2
18. Participative or Democratic style.	Indefinite and negative pronouns.	5	2	3	PMГ, В	2
19. Laissez-faire (Free Rein Style).	Pronouns: <i>some, any, all, most, no, none of.</i>	5	2	3	PMГ, Т	2
20. Visionary, Coaching, Narcissistic style.	Defining pronouns. <i>Both, either, neither; each, every.</i>	5	2	3	Д	2



21. Toxic and Other Leadership Styles.	Quantitative pronouns. <i>Much/ many, a lot of, (a) little / (a) few.</i>	5	2	3	ПЗ, В	3
<b>Unit 4. Economics. Key Economic Notions. The Adjective. Comparative and Superlative forms of adjectives.</b>		<b>28</b>	<b>14</b>	<b>14</b>		<b>21</b>
22. Key Notions of Economics.	Adjectives with nouns.	4	2	2	В, Т, РМГ	3
23. Goods and Services.	Adjectives with verbs.	4	2	2	УД, В	3
24. Production. Distribution.	-ed and -ing forms of the Adjectives.	4	2	2	ПЗ, В	3
25. The notion of Scarcity.	Order of adjectives; stronger and weaker meanings.	4	2	2	РМГ, В	3
26. Types of Economic Systems.	Degrees of comparison of adjectives. Comparative and superlative forms of adjectives.	4	2	2	РМГ, ПЗ	3
27. Main Functions of Economists.	Comparative structures: <i>as...as, not so..as, the more...the less, the same as</i> with adjectives. The structures: <i>the+comparative, so and such, enough and too</i> with adjectives.	4	2	2	ПЗ, В	3
28. Duties of Managers.	Grammar revision.	4	2	2	Д, В	3
<b>Unit 5. Product, Market and Market Relations. The Adverb.</b>		<b>32</b>	<b>14</b>	<b>18</b>		<b>21</b>
29. The Concept of Product.	Types of averb.	4	2	2	В, ПЗ	3
30. Tangible Products.	Adverb and word order.	4	2	2	УД, РМГ	3
31. Intangible Products.	Adverbs of frequency, time.	4	2	2	ПЗ, В	3
32. Core, Actual and Augmented Products.	Adverbs of place and manner.	5	2	3	РМГ, ПЗ	3

33. The Concept of a Market.	Adverbs of probability, degree, and completeness.	5	2	3	PMГ, Т, В	3
34. Demand and Supply.	Connecting adverbs ( <i>so, too, either, neither; first, next, then, etc; actually, fortunately, etc; only, even</i> ).	5	2	3	ПЗ, В	3
35. Types of Markets. Target Market.	Comparison of adverbs.	5	2	3	Д, В	3
Індивідуальне завдання		15		15	ІЗ	15
Разом за І семестр		<b>180/6</b>	<b>70</b>	<b>110</b>		<b>100</b>
<b>Підсумковий контроль – екзамен</b>						
<b>І курс</b>						
<b>II семестр</b>						
<b>Unit 1. Marketing and Advertising. The Preposition. The Numeral.</b>		<b>40</b>	<b>20</b>	<b>20</b>		<b>20</b>
1. Marketing	Adverbs of degree: <i>quite – rather</i> .	4	2	2	В,Т	2
2. The four Ps. Product, Price.	Adverbs/ adjectives.	4	2	2	PMГ, Т	2
3. Placement and Promotion.	The Preposition. General form and use. Prepositions of place.	4	2	2	ПЗ	2
4. Common Channel of Distribution: manufacturer – wholesaler – retailer – customer.	Prepositions of movement. Prepositions of time.	4	2	2	PMГ, В	2
5. Advertising.	Common prepositional phrases.	4	2	2	ПЗ	2
6. Service Advertising.	The Numeral. Cardinal numerals. Ordinal numerals.	4	2	2	П	2
7. Product Advertising.	Fractions.	4	2	2	Д	2
8. Institutional Advertising.	Expressing quantity, reading figures.	4	2	2	ПЗ	2

9. Advertising Media.	Telling the time, dates, telephone numbers, addresses.	4	2	2	PMГ, B	2
10. “Hands-on” projects: Case Study	Telling the time, dates, telephone numbers, addresses.	4	2	2	Д	2
<b>Unit 2. Trade and Commerce. Word formation. The Sentence. Questions, negatives and answers.</b>		<b>28</b>	<b>14</b>	<b>14</b>		<b>14</b>
11. Key Notions of Trade.	Word formation. Productive and unproductive affixes.	4	2	2	B,T	2
12. Producers and Consumers.	The Sentence. Simple / compound/ complex, extended/ unextended sentences.	4	2	2	PMГ, T	2
13. Forms and Types of Trade.	The Subject. The Predicate. The Object.	4	2	2	ПЗ	2
14. Wholesale Trade.	The Attribute.	4	2	2	PMГ, B	2
15. Retail Trade.	The Adverbial Modifier.	4	2	2	П	2
16. E-commerce.	Word order in statements. Questions, negatives and answers. Yes/No questions.	4	2	2	ПЗ	2
17. E-commerce : Case Study.	Wh-questions. Subject/object questions.	4	2	2	Д	2
<b>Unit 3. International trade. Questions.</b>		<b>20</b>	<b>10</b>	<b>10</b>		<b>10</b>
18. International Trade.	Prepositions in wh-questions. Negative statements.	4	2	2	B,T	2
19. International Trade Organizations.	Negative questions.	4	2	2	PMГ, T	2
20. International Trade Organizations : Projects.	Question tags.	4	2	2	ПЗ	2

21. Currency. Euro. Dollar. Crypto currency.	Alternative Questions.	4	2	2	PMГ, B	2
22. "Hands-on" projects: Case Study	Disjunctive Questions.	4	2	2	Д	2
<b>Unit 4. Money. The Verb. Present Tense Forms.</b>		<b>32</b>	<b>16</b>	<b>16</b>		<b>16</b>
23. Concept of Money.	Types of verbs	4	2	2	П	2
24. Functions of Money: medium of exchange.	Regular verbs and Irregular verbs.	4	2	2	ПЗ	2
25. Functions of Money: measure of value.	State verbs and event verbs.	4	2	2	B, T	2
26. Functions of Money: store of value.	Time, tense and aspect. <i>Be, have and have got.</i>	4	2	2	PMГ, T	2
27. Types of Money.	Present Simple (Indefinite).	4	2	2	ПЗ	2
28. Hard money, soft money and no-money.	Present Continuous (Progressive).	4	2	2	PMГ, B	2
29. Credit and Debit Cards.	Present Simple vs. Present Continuous	4	2	2	Д	2
30. "Hands-on" projects: Case Study	Present Simple vs. Present Continuous with future meaning	4	2	2	B, PMГ	2
<b>Unit 5. Banking. Present Tense Forms.</b>		<b>24</b>	<b>12</b>	<b>12</b>		<b>12</b>
31. Banking Sector.	Time indicators	4	2	2	ПЗ	2
32. Types of Banks.	State Verbs.	4	2	2	B, T	2
33. National Bank of Ukraine.	Present Perfect.	4	2	2	PMГ, T	2
34. Personal Finance.	Present Perfect Continuous.	4	2	2	ПЗ	2
35. Corporate Finance.	Present Perfect and Present Perfect Continuous	4	2	2	PMГ, B	2
36. "Hands-on" projects: Case Study	Grammar Review Test.	4	2	2	П	2
<b>Unit 6. The concept of the product. Types of products. Past Tense Forms.</b>		<b>21</b>	<b>12</b>	<b>9</b>		<b>12</b>
37. Classification of Goods.	Past Simple (Indefinite).	4	2	2	Д	2
38. Types of	Past Habitual:	4	2	2	УД	2

Goods.	<i>used to. Have gone to / have been to / have been in.</i>					
39. Commodity Science.	Past Continuous (Progressive).	4	2	2	В,Т	2
40. Life cycle of goods.	Past Perfect.	3	2	1	PMГ, В	2
41. “Hands-on” projects: Case Study	Past Perfect Continuous.	3	2	1	PMГ, Т	2
42. Revision	Final test	3	2	1	ПЗ	2
Індивідуальне завдання		15		15	ІЗ	16
Разом за II семестр		<b>180/6</b>	<b>84</b>	<b>96</b>		100
Разом за навчальний рік		<b>360/12</b>	<b>154</b>	<b>206</b>		
<b>Підсумковий контроль</b>						<b>екзамен</b>

<b>II курс</b>						
<b>I семестр</b>						
<b>Unit 1. Types of Markets. Future Tense Forms.</b>		<b>20</b>	<b>10</b>	<b>10</b>		<b>10</b>
1. Market: Pure Competition.	Future Simple/ Be Going to. Future Simple/ Present Continuous.	4	2	2	PMГ, В	2
2. Market: Oligopoly.	Future Continuous. Future Perfect. Future Perfect Continuous.	4	2	2	В, Т	2
3. Market: Pure Monopoly.	Future-in-the Past tense forms.	4	2	2	ПЗ	2
4. Market: Monopolistic Competition.	Other ways of expressing future: constructions: <i>be about+ infinitive, be on the point + -ing form, be due to + infinitive.</i>	4	2	2	УД	2
5. “Hands-on” projects: Case Study.	Other ways of expressing future: constructions: <i>be sure to/ be certain to/ be bound to + infinitive, to be (un)likely to + infinitive, to be sure to + infinitive.</i>	4	2	2	П	2

<b>Unit 2. Target Market. Modals.</b>		<b>20</b>	<b>10</b>	<b>10</b>		<b>10</b>
6. Concept of Segment.	Ability. Obligation/ Duty.	4	2	2	B, PMГ	2
7. Market Segmentation.	Necessity. Absence of necessity.	4	2	2	ПЗ	2
8. Target Market Segment.	Prohibition. Logical assumption. Advice.	4	2	2	PMГ, B	2
9. The Choice of the Target Market.	Probability. Possibility. Permission.	4	2	2	B, T	2
10. “Hands-on” projects: Case Study.	Offers. Promise. Suggestions.	4	2	2	П	2
<b>Unit 3. Consumerism. The Passive Voice.</b>		<b>20</b>	<b>10</b>	<b>10</b>		<b>10</b>
11. The Main Content of Consumer.	Transformation from Active to Passive. Personal/ impersonal constructions.	4	2	2	B, PMГ	2
12. Protection Concept.	Special passive constructions. <i>Have something done. Get something done.</i>	4	2	2	УД	2
13. Legal Consumer Protection.	Special passive constructions. <i>To be done/ being done.</i>	4	2	2	Д	2
14. Structure and Activities of Consumer Protection Departments.	Phrasal and prepositional verbs.	4	2	2	ПЗ	2
15. “Hands-on” projects: Case Study	Prepositional phrases.	4	2	2	PMГ, B	2
<b>Unit 4. Logistics centers and their infrastructure. Sequence of Tenses.</b>		<b>20</b>	<b>10</b>	<b>10</b>		<b>10</b>
16. Logistics.	Direct speech and reported speech. Reported speech: person, place and time.	4	2	2	B, T	2

17. Basic Concepts of Logistics.	Reported statements.	4	2	2	ПЗ	2
18. Logistics Centers.	Reported speech: the tense change.	4	2	2	УД	2
19. Tips for successful logistics	Reported questions.	4	2	2	Д	2
20. "Hands-on" projects: Case Study	Reported requests, orders, and advice.	4	2	2	П	2
<b>Unit 5. Packaging and Labelling. Conditionals.</b>		<b>20</b>	<b>10</b>	<b>10</b>		<b>10</b>
21. Requirements for Commodities: Packaging.	Introductory Verbs. Present and future conditionals.	4	2	2	ПЗ	2
22. Requirements for Commodities: Labelling.	Unlikely/ unreal conditions.	4	2	2	PMГ, B	2
23. Types of Commodities Labelling.	Past conditionals.	4	2	2	B, T	2
24. Details of Commodities Labelling.	Mixed conditionals. <i>I wish.</i>	4	2	2	ПЗ	2
25. "Hands-on" projects: Case Study	Mixed conditionals. <i>If only, it's time.</i>	4	2	2	УД	2
<b>Unit 6. Transportation and Warehousing. Clauses, linking words.</b>		<b>24</b>	<b>12</b>	<b>12</b>		<b>12</b>
26. Functions of Warehouses.	Time clauses. Clauses of result.	4	2	2	ПЗ	2
27. Classifications of warehouses	Clauses of reason.	4	2	2	Д	2
28. Logistic Process of Warehousing.	Clauses of purpose. Clauses of contrast.	4	2	2	B, PMГ	2
29. Transportation Operations.	Clauses of manner.	4	2	2	PMГ, B	2
30. Materials Handling.	Relative clauses.	4	2	2	B, T	2

31. Warehousing and Foodstuffs Storage.	Relative adverbs. Identifying / non-identifying clauses.	4	2	2	ПЗ	2
<b>Unit 7. The Chain Stores. Main Types of Department Stores. Participles.</b>		<b>16</b>	<b>8</b>	<b>8</b>		<b>8</b>
32. The Concept of Retail Sales.	The Present Participle. The Past Participle.	4	2	2	УД	2
33. Classification of the Chain.	The Perfect Participle. The Objective Participle complex.	4	2	2	Д	2
34. Classification of Department Stores.	The Subjective Participle complex. The Absolute Participle complex.	4	2	2	ПЗ	2
35. Requirements and Functions of Department Stores.	Inversion. Stylistic Use of Word Order.	4	2	2	П	2
<b>Unit 8. Trade Fairs and Exhibitions. Non-finite forms of the Verb.</b>		<b>12</b>	<b>6</b>	<b>6</b>		<b>6</b>
36. Trade Fairs & Exhibitions.	The Infinitive.	4	2	2	PMГ, B	2
37. Successful Managing Trade Shows and Exhibitions.	The Subjective infinitive complex.	4	2	2	B, T	2
38. Preparation of Materials for Trade Shows	The Objective infinitive complex.	4	2	2	ПЗ	2
<b>Unit 9. Problems and Complaints. The Gerund.</b>		<b>13</b>	<b>8</b>	<b>5</b>		<b>8</b>
39. Making complaints.	Complexes with the Gerund.	4	2	2	PMГ, T	2
40. Explaining Problems.	Complexes with the Gerund.	3	2	1	УД	2
41. Apologizing. Offering Solutions.	Inversion. Stylistic Use of Word Order.	3	2	1	PMГ, B	2
42. "Hands-on" projects: Case	Grammar Review Test.	3	2	1	PMГ, B	2



Study						
Індивідуальне завдання	15		15	ІЗ	16	
Разом за навчальний рік	<b>180/6</b>	<b>84</b>	<b>96</b>		100	
<b>Підсумковий контроль</b>				<b>екзамен</b>		

### **Перелік умовних позначень форм контролю та оцінка їх у балах:**

В – відповідь на практичних заняттях – 1 бал.

УД – участь у дискусії – 2 бали.

Т – тестування – 1 бал.

ПЗ – письмові завдання – 2 бали.

Д – доповідь – 2 бали.

П – презентація – 2 бали.

РМГ – робота в малих групах – 1 бали.

ІЗ – індивідуальні завдання – 15 балів (участь у наукових заходах / творчий проєкт).

**Загальна сума за поточну навчальну роботу (аудиторну та самостійну) за семестр – 100 балів.**

## **II. ПРОГРАМА ОСВІТНЬОГО КОМПОНЕНТУ**

### **Зміст освітнього компоненту**

#### **I курс**

#### **I семестр**

#### **Unit 1. Business and entrepreneurship. The Noun.**

Key Notions of Business. Productive Resources: natural resources, capital, labour, technology. Profits and Profitability. Competition. Types of Business. Manufacturing Businesses. Service Businesses. Forms of Business. Sole Proprietorships. Partnerships. Corporations. Entrepreneurship.

Formation of nouns. Classification of nouns. The Category of Number. Countable and uncountable nouns. Regular plurals. Compounds. Irregular plurals. Singularia tantum nouns. Pluralia tantum nouns. Invariable nouns. The Category of Case. Possessive case, of-phrases.

#### **Unit 2. Business organizations and Human Resources. The Article.**

Types of Companies. Privately-owned and State-owned Companies. Relationships between Companies. Holding Company. Conglomerate. Joint Venture. Consortium. Shareholders, the Management and the Workforce of a Company. The Management Structure of a Typical Company. Human Resources (HR). Human Resources Department. Human Resource Management.

Use of articles with common nouns. Use of articles with nouns of material and abstract nouns. Use of articles with proper nouns (geographical names, names of places, buildings, public organizations, etc., names of persons). Special difficulties in the use of articles (names of month and days, seasons, meals, languages). Use of articles with set expressions.

### **Unit 3. Management and Leadership. The Pronoun.**

Key Notions of Management. Basic Management Functions. Planning. Organizing. Directing. Controlling. Leadership. Leadership styles. Autocratic or Authoritarian style. Participative, or Democratic Style. Laissez-faire, or Free Rein Style. Visionary, Coaching, Narcissistic, Toxic and other Leadership Styles.

Classification of pronouns. Personal and possessive pronouns. Reflexive pronouns. Reciprocal pronouns. Demonstrative pronouns. Interrogative pronouns. Indefinite and negative pronouns. *Some, any, all, most, no, none of*. Defining pronouns. *Both, either, neither; each, every*. Quantitative pronouns. *Much/ many, a lot of, (a) little / (a) few*.

### **Unit 4. Economics. Key economic notions. The Adjective. Comparative and Superlative forms of adjectives.**

Key Notions of Economics. Goods and Services. Production. Distribution. Scarcity. Types of Economic Systems. Microeconomics. Macroeconomics. Main Functions of Economists. Duties of managers.

Adjectives with nouns and verbs; -ed and -ing forms. Order of adjectives; stronger and weaker meanings. Degrees of comparison of adjectives. Comparative and superlative forms of adjectives. Comparative structures: *as...as, not so..as, the more...the less, the same as, the+ comparative, so and such, enough and too* with adjectives.

### **Unit 5. Product, Market and Market Relations. The Adverb.**

The concept of product. Tangible and Intangible Products. Core, Actual and Augmented Products. The Concept of a Market. Demand and Supply. Demanders and Suppliers. Types of Markets. Target Market. "Hands-on" projects: Case Study.

Types of adverb. Adverb and word order. Adverbs of frequency, time, place and manner. Adverbs of probability, degree, and completeness. Connecting adverbs (*so, too, either, neither; first, next, then, etc; actually, fortunately, etc; only, even*). Comparison of adverbs. Adverbs of degree: *quite – rather*.

## **I курс**

## **II семестр**

### **Unit 1. Marketing and Advertising. The Preposition. The Numeral.**

Marketing. The four Ps: Product, Price, Placement, and Promotion. Common Channel of Distribution: manufacturer – wholesaler – retailer – customer. Advertising. Product Advertising. Institutional Advertising. Advertising Media. "Hands-on" projects: Case Study.

General form and use. Prepositions of place. Prepositions of movement. Prepositions of time. Common prepositional phrases. Cardinal numerals. Ordinal numerals. Fractions. Expressing quantity, reading figures. Telling the time, dates, telephone numbers, addresses.

### **Unit 2. Trade and Commerce. Word formation. The Sentence. Questions, negatives and answers.**

Key Notions of Trade. Producers and Consumers.. Forms and Types of Trade. Wholesale Trade. Retail Trade. E-commerce.

Productive and unproductive affixes. Simple / compound/ complex, extended/ unextended sentences. The Subject. The Predicate. The Object. The Attribute. The Adverbial Modifier. Word order in statements. Yes/No questions. Wh-questions. Subject/object questions.

### **Unit 3. International Trade. Questions.**

International Trade. International Trade Organization. Currency. Euro. Dollar. Crypto currency. “Hands-on” projects: Case Study.

Prepositions in wh-questions. Negative statements. Negative questions. Question tags. Alternative Questions. Disjunctive Questions.

### **Unit 4. Money. The Verb. Present Tense Forms.**

Concept of Money. Functions of Money: medium of exchange, measure of value; store of value. Types of Money: hard money, soft money and no-money.

Types of verbs. Regular and irregular verbs. State verbs and event verbs. Time, tense and aspect. *Be, have* and *have got*. Present Simple (Indefinite). Adverbs of frequency. Present Continuous (Progressive).

### **Unit 5. Banking. Present Tense Forms.**

Banking Sector. Types of Banks. National Bank of Ukraine. Personal and Corporate Finance. Bank Accounts. “Hands-on” projects: Case Study.

Time indicators. State Verbs. Present Perfect. Have been (to) /have been (to). Present Perfect Continuous (Progressive).

### **Unit 6. The concept of the product. Types of products. Past Tense Forms.**

Classification of Goods. Types of Goods. Commodity Science. “Hands-on” projects: Case Study.

Past Simple (Indefinite). Past Habitual: *used to. Have gone to / have been to / have been in*. Past Continuous (Progressive). Past Perfect. Past Perfect Continuous.

## **II курс I семестр**

### **Unit 1. Types of Markets. Future Tense Forms.**

Market: Pure Competition. Market: Oligopoly. Market: Pure Monopoly. Market: Monopolistic Competition. “Hands-on” projects: Case Study.

Future Simple/ Be Going to. Future Simple/ Present Continuous. Future Continuous. Future Perfect. Future Perfect Continuous. Future-in-the Past tense forms. Other ways of expressing future: constructions: *be about+ infinitive, be on the point + -ing form, be due to + infinitive, be sure to/ be certain to/ be bound to + infinitive, to be (un)likely to + infinitive, to be sure to + infinitive*.

## **Unit 2. Target Market. Modals.**

Concept of Segment and Market Segmentation. Target Market Segment. Target Market. The Choice of the Target Market. “Hands-on” projects: Case Study.

Ability. Obligation/ Duty. Necessity. Absence of necessity. Prohibition. Logical assumption. Advice. Probability. Possibility. Permission. Offers. Promise. Suggestions.

## **Unit 3. Consumerism. The Passive Voice.**

The Main Content of Consumer Protection Concept. Legal Consumer Protection. Structure and Activities of Consumer Protection Departments. “Hands-on” projects: Case Study. Transformation from Active to Passive. Personal/ impersonal constructions. Special passive constructions. *Have something done. Get something done. To be done/ being done.* Phrasal and prepositional verbs, prepositional phrases.

## **Unit 4. Logistics centers and their infrastructure. Sequence of Tenses.**

Logistics. Basic Concepts of Logistics. Logistics Centers. “Hands-on” projects: Case Study.

Direct speech and reported speech. Reported speech: person, place and time. Reported statements. Reported questions. Reported speech: the tense change. Reported requests, orders, and advice.

## **Unit 5. Packaging and Labelling. Conditionals.**

Requirements for Commodities Packaging. Requirements for Commodities Labelling. Types of Commodities Labelling. Details of Commodities Labelling. “Hands-on” projects: Case Study.

Introductory Verbs. Present and future conditionals. Unlikely/ unreal conditions. Past conditionals. Mixed conditionals. *I wish, if only, it's time.*

## **Unit 6. Transportation and Warehousing. Clauses, linking words.**

Functions and Classifications of Warehouses. Logistic Process of Warehousing. Transportation Operations. Materials Handling. Warehousing and Foodstuffs Storage. “Hands-on” projects: Case Study.

Time clauses. Clauses of result. Clauses of reason. Clauses of purpose. Clauses of contrast. Clauses of manner. Relative clauses. Relative adverbs. Identifying / non-identifying clauses.

## **Unit 7. The Chain Stores. Main Types of Department Stores. Participles**

The Concept of Retail Sales. Classification of the Chain. Classification of Department Stores. Requirements and Functions of Department Stores. “Hands-on” projects: Case Study.

The Present Participle. The Past Participle. The Perfect Participle. The Objective Participle complex. The Subjective Participle complex. The Absolute Participle complex. Inversion. Stylistic Use of Word Order.

**Unit 8. Trade Fairs and Exhibitions. Non-finite forms of the Verb.**

Trade Fairs & Exhibitions. Successful Managing Trade Shows and Exhibitions. “Hands-on” projects: Case Study.

The Infinitive. The Objective infinitive complex. The Subjective infinitive complex.

**Unit 9. Problems and Complaints. The Gerund.**

Making complaints. Explaining Problems. Apologizing. Offering Solutions. Complexes with the Gerund. Inversion. Stylistic Use of Word Order.

**Структура освітнього компоненту**

Результат навчання	Навчальна діяльність	Робочий час здобувача, год.
<b>I курс I семестр</b>		
<b>Unit 1. Business and Entrepreneurship. The Noun.</b>		
knowledge of topical vocabulary; ability to use grammatical resources of the language; understanding different aspects of language behaviour	<b>Practical lesson 1.</b> 1. Key Notions of Business. 2. Formation of nouns. 3. Classification of nouns.  Literature: 1, 4, 7 Recommended materials: 18 Internet sources: 25	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	3
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 2.</b> Productive Resources. The Category of Number.  Literature: 1, 6 Recommended materials: 16 Internet sources: 22-24	2
	<b>Self-study:</b> doing grammar exercises; reading and translating texts on the topic	3

understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 3.</b> 1. The Profits and Profitability. 2. Competition. 3. Regular plurals. 4. Compounds.  Literature: 1, 4, 7 Recommended materials: 8,12 Internet sources: 20	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	3
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations	<b>Practical lesson 4.</b> 1. Types of Business. 2. Manufacturing Businesses. 3. Irregular plurals.  Literature: 4, 7 Recommended materials: 13,17 Internet sources: 26, 28	2
	<b>Self-study:</b> studying thematic information; developing grammatical skills; analyzing grammar rules	3
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 5.</b> 1. Service Businesses. 2. Singularia tantum nouns.  Literature: 1, 3, 7 Recommended materials: 15, 16 Internet sources: 27, 28	2
	<b>Self-study:</b> doing grammar exercises; reading and translating texts on the topic	3
ability to use lexical and grammatical resources of the language; knowledge of topical vocabulary	<b>Practical lesson 6.</b> 1. Forms of Business. 2. Sole Proprietorships. 3. Partnerships. 4. Pluralia tantum nouns. 5. Invariable nouns.  Literature: 2, 4, 6, Recommended materials: 16, 17 Internet sources: 21, 23	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	3

capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 7.</b> 1. Corporations. 2. Entrepreneurship. 3. Category of Case.  Literature: 3, 6, 7 Recommended materials: 9 Internet sources: 21	2
	<b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options	3
<b>Unit 2. Business Organizations and Human Resources. The Article</b>		
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	<b>Practical lesson 8.</b> 1. Types of Companies. 2. Privately-owned and State-owned Companies. 3. The Article.  Literature: 2, 5 Recommended materials: 14, 16, Internet sources: 22, 24	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating texts on the theme.	3
understanding and interpreting different aspects of culture and language behaviour in the world of work	<b>Practical lesson 9.</b> 1. Relationships between Companies. 2. Use of articles with common nouns.  Literature: 2, 5, 7 Recommended materials: 17, Internet sources: 22, 23	2
	<b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options	3
capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 10.</b> 1. Holding Company. 2. Conglomerate. 3. Use of articles with nouns of material.  Literature: 5, 6 Recommended materials: 8, 13 Internet sources: 23, 25	2
	<b>Self-study:</b> doing grammar exercises; reading and translating texts on the topic	3

understanding of logical relations (entailment, presupposition, implicature, etc.); knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 11.</b> 1. Joint Venture. 2. Consortium. 3. Use of articles with abstract nouns.  Literature: 6, 7 Recommended materials: 13 Internet sources: 18	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	3
ability to use lexical and grammatical resources of the language; knowledge of topical vocabulary	<b>Practical lesson 12.</b> 1. Shareholders. 2. Management 3. Use of articles with proper nouns (geographical names, names of places, buildings, public organizations, etc., names of persons).  Literature: 2, 3, 5 Recommended materials: 15, 17 Internet sources: 23	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	3
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 13.</b> 1. The Workforce of a Company. 2. Use of articles with proper nouns (buildings, public organizations, etc., names of persons).  Literature: 4, 7 Recommended materials: 15, 17 Internet sources: 23	2
	<b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options	3
understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 14.</b> 1. Human Resources (HR). 2. HR Department. Human Resource Management. 3. Special difficulties in the use of articles (names of month and days, seasons, meals, languages).  Literature: 1, 3, 5 Recommended materials: 15 Internet sources: 20	2



	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	3
<b>Unit 3. Management and Leadership. The Pronoun.</b>		
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	<b>Practical lesson 15.</b> 1. Key Notions of Management. Basic Management Functions. 2. Classification of pronouns. 3. Personal and possessive pronouns.  Literature: 1, 3 Recommended materials: 17 Internet sources: 21	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	3
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 16.</b> 1. Planning and Organizing Functions. 2. Directing and Controlling Functions. 3. Personal and possessive pronouns. Reflexive pronouns. Reciprocal pronouns.  Literature: 2, 4, 5 Recommended materials: 9, 11 Internet sources: 22	2
	<b>Self-study:</b> doing grammar exercises; reading and translating a newspaper article on the topic	3
ability to use grammatical resources of the language; understanding and interpreting different aspects of culture and language behaviour in the world of work	<b>Practical lesson 17.</b> 1. Leadership. 2. Leadership styles. Autocratic or Authoritarian leadership style. 3. Interrogative pronouns. Demonstrative pronouns.  Literature: 1, 5, 7 Recommended materials: 9, 11 Internet sources: 22, 25	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	3

understanding of logical relations ; awareness and control of the organisation of the meaning of grammatical elements	<b>Practical lesson 18.</b> 1. Participative or Democratic leadership style. 2. Indefinite pronouns and negative pronouns.  Literature: 2, 4 Recommended materials: 13 Internet sources: 22, 25	2
	<b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options	3
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 19.</b> 1. Laissez-fair or Free Rein leadership style. 2. Pronouns: some, any, all, most, no, none of.  Literature: 3, 87, Recommended materials: 11, 12 Internet sources: 22, 25	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	3
understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 20.</b> 1. Visionary, Coaching, Narcissistic. 2. Defining pronouns.  Literature: 3, 6 Recommended materials: 10, 13 Internet sources: 22, 23, 25	2
	<b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options	3
capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 21.</b> 1. Toxic leadership styles. 2. Other leadership styles. 3. Quantitative pronouns.  Literature: 2, 4, 7, Recommended materials: 13 Internet sources: 20, 22, 25	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	3
<b>Unit 4. Economics. Key Economic Notions. The Adjective. Comparative and Superlative Forms of Adjectives.</b>		
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	Practical lesson 22. 1. Key Notions of Economics. 2. Adjectives with nouns.  Literature: 4, 6 Recommended materials: 9, 10, 11 Internet sources: 17, 19, 20, 24	2

	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
knowledge of topical vocabulary; ability to use grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 23.</b> 1. Goods and Services. 2. Adjectives with verbs.  Literature: 4, Recommended materials: 8, 11, 13, 17 Internet sources: 19, 20	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	2
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 24.</b> 1. Production. 2. Distribution. 3. –ed and –ing forms of adjectives.  Literature: 4, 7 Recommended materials: 10, 12, 17 Internet sources: 23, 24, 27	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 25.</b> 1. The Notion of Scarcity. 2. Order of adjectives; stronger and weaker meaning.  Literature: 2, 7 Recommended materials: 10, 11, 13, 16 Internet sources: 19, 20, 28	2
	<b>Self-study:</b> doing grammar exercises; reading and translating a newspaper article on the topic	2
understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 26.</b> 1. Types of Economic Systems. 2. Degrees of Comparison of Adjectives. 3. Comparative and Superlative Adjective Forms.  Literature: 4, 5 Recommended materials: 8, 11, 16, Internet sources: 19, 20	2
	<b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options	2

ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 27.</b> 1. Main Functions of Economists . 2. Comparative structures: as...as, not so...as, the more...the less, the same as with adjectives. 3. The structures: the +comparative, so and such , enough and too with adjectives.  Literature: 2, 4 Recommended materials: 13 Internet sources: 22, 25	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	2
understanding of logical relations ; awareness and control of the organisation of the meaning of grammatical elements;	<b>Practical lesson 28.</b> 1. Duties of Managers. 2. Grammar revision.  Literature: 2, 4, 7 Recommended materials: 13 Internet sources: 20, 22, 25, 27	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
<b>Unit 5. Product, Market and Market Relations. The Adverb.</b>		
knowledge of topical vocabulary; ability to use lexical and grammatical resources of the language	<b>Practical lesson 29.</b> 1. The Concept of Product. 2. Types of averb. Literature: 1, 2, 3, 4 Recommended materials: 8 Internet sources: 22, 24, 25, 28	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 30.</b> 1. Tangible. 2. Adverb and word order.  Literature: 2, 7 Recommended materials: 10, 12 Internet sources: 18, 28	2
	<b>Self-study:</b> Learning topical vocabulary; revising grammar rules and doing grammar tasks; developing writing skills	2
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 31.</b> 1. Intangible Products. 2. Adverbs of frequency, time.  Literature: 2, 7 Recommended materials: 10, 12, 17, Internet sources: 23, 24	2

	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
ability to use topical vocabulary and grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 32.</b> 1. Core, Actual and Augmented Products. 2. Adverbs of time, place and manner.  Literature: 4, 6 Recommended materials: 8, 12 Internet sources: 21, 25	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	3
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 33.</b> 1. The Concept of a Market. 2. Adverbs of probability and completeness.  Literature: 3, 7 Recommended materials: 8, 9, 13, 17, Internet sources: 18, 22	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	3
understanding and interpreting different aspects of culture and language behaviour in the world of work	<b>Practical lesson 34.</b> 1. Demand and Supply. 2. Connecting adverbs (so, too, either, neither, first, next, then, etc.; actually, fortunately, etc. only, even).  Literature: 3, 4 Recommended materials: 12, 13, 17, Internet sources: 22, 25	2
	<b>Self-study:</b> doing grammar exercises; reading and translating texts on the topic; developing speaking skills	3
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations	<b>Practical lesson 35.</b> 1. Types of Markets. 2. Comparison of degree. 3. Adverbs of degree: <i>quite – rather</i> .  Literature: 2, 3, 4 Recommended materials: 15, 17 Internet sources: 22	2
	<b>Self-study:</b> rendering articles and authentic materials; summarizing a wide range of factual academic and specialism-related texts	3
Індивідуальне завдання	Участь у наукових заходах/ творчий проєкт	15
<b>Разом за семестр</b>		<b>180/6</b>

<b>I курс II семестр</b>		
<b>Unit 1. Marketing and Advertising. The Preposition. The Numeral.</b>		
knowledge of topical vocabulary; ability to use grammatical resources of the language; ability to lexical resources of the	<b>Practical lesson 1.</b> 1. Marketing. 2. Prepositions. General forms and use.  Literature: 5, 6, Recommended materials: 11, 12, 14, 16 Internet sources: 21	2
	<b>Self-study:</b> writing notes and memos conveying complex relevant information to academic and professional addressees, rendering articles and authentic materials; summarizing a wide range of factual academic and specialism-related texts	2
understanding of logical relations ; awareness and control of the organisation of the meaning of grammatical elements	<b>Practical lesson 2.</b> 1. The four Ps. 2. Product, Price. 3. Prepositions of place.  Literature: 7, Recommended materials: 10, 12, 17 Internet sources: 23, 24	2
	<b>Self-study:</b> studying thematic information; developing grammatical skills; analyzing grammar rules	2
awareness and proper use of categories, structures and processes	<b>Practical lesson 3.</b> 1. Placement and Promotion. 2. Prepositions of movement.  Literature: 2, 3, 4 Recommended materials: 11, 15, 17 Internet sources: 22	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 4.</b> 1. Common Channel of Distribution: manufacture-wholesaler-retailer-customer. 2. Prepositions of time.  Literature: 4, 6 Recommended materials: 8, 13 Internet sources: 21, 25	2
	<b>Self-study:</b> doing grammar exercises; reading and translating texts on the topic; developing speaking skills	2

understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 5.</b> 1. Advertising. 2. Common prepositional phrases.  Literature: 7, Recommended materials: 10, 12 Internet sources: 18, 23, 25	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 6.</b> 2. Service Advertising. 3. The Numeral. 4. Cardinal and Ordinal Numerals.  Literature: 1- 4 Recommended materials: 8 Internet sources: 22, 24, 25	2
	<b>Self-study:</b> writing notes and memos conveying complex relevant information to academic and professional addressees, rendering articles and authentic materials; summarizing a wide range of factual academic and specialism-related texts	2
ability to use topical vocabulary and grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 7.</b> 1. Product Advertising. 2. Fractions.  Literature: 5, 7 Recommended materials: 8, 9, 13 Internet sources: 18, 22	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	2
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations	<b>Practical lesson 8.</b> 1. Institutional Advertising. 2. Expressing quantity.  Literature: 5, 6 Recommended materials: 11, 12, 14, 16 Internet sources: 27	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the topic.	2

capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 9.</b> 1. Advertising Media. 2. Telling the time, dates, telephone numbers, addresses.  Literature: 1- 4, 7 Recommended materials: 8 Internet sources: 28	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 10</b> 1. “Hands-on” projects: Case Study. 2. Telling the time, dates, telephone numbers, addresses.  Literature: 3, 7 Recommended materials: 16, Internet sources: 19, 20	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 2. Trade and Commerce. Word formation. The Sentence. Questions, negatives and answers.</b>		
knowledge of topical vocabulary; ability to use grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 11.</b> 1. Key Notions of Trade. 2. Word formation. 3. Productive and unproductive affixes.  Literature: 6 Recommended materials: 11, 13 Internet sources: 22, 25	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills.	2
ability to use topical vocabulary and grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 12.</b> 1. Producers and Consumers. 2. The Sentence. 3. Simple / compound/ complex, extended/ unextended sentences.  Literature: 5, 6 Recommended materials: 14, 16 Internet sources: 27	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2



<p>gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules</p>	<p><b>Practical lesson 13.</b> 1. Forms and Types of Trade. 2. The Subject. 3. The Predicate. 4. The Object.</p> <p>Literature: 1- 4, 7 Recommended materials: 8 Internet sources: 28</p>	<p>2</p>
	<p><b>Self-study:</b> writing study and specialism- related essays to develop an argument; explaining advantages and disadvantages of various options</p>	<p>2</p>
<p>capability to apply effectively the acquired knowledge of topical information to the appropriate situation</p>	<p><b>Practical lesson 14.</b> 1. Wholesale Trade. 2. The Attribute.</p> <p>Literature: 5, 6 Recommended materials: 11, 12, 14, 16 Internet sources: 27</p>	<p>2</p>
	<p><b>Self-study:</b> revising grammar rules; developing speaking skills; writing notes conveying complex relevant information to academic and professional addressees.</p>	<p>2</p>
<p>understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language</p>	<p><b>Practical lesson 15.</b> 1. Retail Trade. 2. The Adverbial Modifier.</p> <p>Literature: 2, 5 Recommended materials: 8, 11, 16 Internet sources: 19, 22</p>	<p>2</p>
	<p><b>Self-study:</b> Learning topical vocabulary; revising grammar rules and doing grammar tasks; developing writing skills</p>	<p>2</p>
<p>ability to reproduce and produce effectively topical vocabulary in oral and writing speech; practising and memorizing grammatical rules</p>	<p><b>Practical lesson 16.</b> 1. E-commerce. 2. Word Order in Different Types of Sentences. 3. Questions, negatives and answers. 4. Yes/No questions.</p> <p>Literature: 1- 4, 7 Recommended materials: 8 Internet sources: 22, 24, 25</p>	<p>2</p>

	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the topic.	2
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations	<b>Practical lesson 17.</b> 1. E-commerce: Case Study. 2. Wh-questions. 3. Subject/object questions.  Literature: 2, 7, Recommended materials: 13 Internet sources: 19, 24, 25	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the topic.	2
<b>Unit 3. International Trade. Questions.</b>		
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	<b>Practical lesson 18.</b> 1. International Trade. 2. Prepositions in wh-questions. 3. Negative statements.  Literature: 2, 5 Recommended materials: 8, 11, 16 Internet sources: 19, 22	2
	<b>Self-study:</b> developing grammatical skills; analyzing grammar rules; developing reading and speaking skills	2
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 19.</b> 1. International Trade Organization. 2. Negative questions.  Literature: 2 Recommended materials: 15, 18 Internet sources: 27	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	2
awareness and proper use of categories, structures and processes; ability to present a project at a round table	<b>Practical lesson 20.</b> 1. International Trade Organizations : Projects. 2. Question tags.  Literature: 2, 3, 4 Recommended materials: 15, 17 Internet sources: 22, 28	2

	<p><b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a business article on the theme.</p>	2
ability to talk about different currencies, to exchange currencies; ability to sustain a discussion on the topic	<p><b>Practical lesson 21.</b> 1. Currency. 2. Euro. 3. Dollar. 4. Crypto currency. 2. Question tags.</p> <p>Literature: 2, 3, 4 Recommended materials: 15, 17 Internet sources: 22, 28</p>	2
	<p><b>Self-study:</b> preparing a project on the topic; doing grammar exercises; reading and translating online resources on the theme.</p>	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<p><b>Practical lesson 22.</b> 1. “Hands-on” projects: Case Study. 2. Alternative Questions. 3. Disjunctive Questions.</p> <p>Literature: 2-4, 7 Recommended materials: 10, 11, 13, 16, Internet sources: 28</p>	2
	<p><b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules</p>	2
<b>Unit 4. Money. The Verb. Present Tense Forms.</b>		
knowledge of topical vocabulary; ability to use grammatical resources of the language	<p><b>Practical lesson 23.</b> 1. Concept of Money. 2. Types of verbs.</p> <p>Literature: 1, 2 Recommended materials: 10, 12, 17 Internet sources: 21</p>	2
	<p><b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills.</p>	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<p><b>Practical lesson 24.</b> 1. Functions of Money: medium of exchange. 2. Regular verbs 3. Irregular verbs.</p> <p>Literature: 4, 7 Recommended materials: 8 Internet sources: 22, 24, 25</p>	2

	<b>Self-study:</b> developing grammatical skills; analyzing grammar rules; developing reading and speaking skills	2
capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 25.</b> 1. Functions of Money: measure of value. 2. State verbs and Event verbs.  Literature: 6-7 Recommended materials: 11, 12, 14 Internet sources: 25	2
	<b>Self-study:</b> doing grammar exercises; reading and translating texts on the topic; developing speaking skills	2
ability to use topical vocabulary and grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 26.</b> 1. Functions of Money: store of value. 2. Time, tense and aspect. 3. Be, have and have got.  Literature: 2-3 Recommended materials: 14, Internet sources: 18, 19	2
	<b>Self-study:</b> learning topical vocabulary; revising grammar rules and doing grammar tasks; developing writing skills	2
awareness and proper use of categories, structures and processes; ability to use topical vocabulary and grammatical resources of the language	<b>Practical lesson 27.</b> 1. Types of Money 2. Present Simple.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	2
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 28.</b> 1. Hard Money. 2. Soft Money. 3. No-Money. 4. Present Continuous.  Literature: 1, 7 Recommended materials: 8 Internet sources: 22, 24, 25	2
	<b>Self-study:</b> studying thematic information; developing grammatical skills; analyzing grammar rules	2

understanding of logical relations ; awareness and control of the organisation of the meaning of grammatical elements	<b>Practical lesson 29.</b> 1. Credit and Debit Cards. 2. Present Simple (Indefinite) 3. Present Continuous (Progressive).  Literature: 2, 7 Recommended materials: 10, 11, 13, 16 Internet sources: 19, 20	2
	<b>Self-study:</b> rendering articles and authentic materials; summarizing a wide range of factual academic and specialism-related texts	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 30.</b> <b>1.</b> “Hands-on” projects: Case Study. 2. Present Simple vs. Present Continuous with future meaning  Literature: 2-7 Recommended materials: 16, 19, 20 Internet sources: 28	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 5. Banking. Present Tense Forms.</b>		
control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	<b>Practical lesson 31.</b> 1. Banking Sector. 2. Time indicators.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 23	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the topic; developing speaking skills.	2
understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 32.</b> 1. Types of Banks. 2. State Verbs.  Literature: 1, 2, 7 Recommended materials: 11-12 Internet sources: 22, 24, 25	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the topic; developing speaking skills.	2
correct use of topical vocabulary; practising and memorizing grammatical	<b>Practical lesson 33.</b> 1. National Bank of Ukraine. 2. Present Perfect.	2

rules	Literature: 4-6 Recommended materials: 14 Internet sources: 25, 27	
	<b>Self-study:</b> doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	2
ability to use topical vocabulary and grammatical resources of the language; awareness and proper use of categories, structures and processes	<b>Practical lesson 34.</b> 1. Personal Finance. 2. Present Perfect Continuous.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> writing essays to develop an argument; explaining advantages and disadvantages of various options; developing presentation skills.	2
awareness and proper use of categories, structures and processes	<b>Practical lesson 35.</b> 1. Corporate Finance. 2. Present Perfect 3. Present Perfect Continuous.  Literature: 1, 3 Recommended materials: 11, 13, 16, Internet sources: 19, 20	2
	<b>Self-study:</b> writing notes and memos conveying complex relevant information to academic and professional addressees, rendering articles and authentic materials	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 36.</b> 1. "Hands-on" projects: Case Study. 2. Grammar Review Test.  Literature: 1, 3 Recommended materials: 16 Internet sources: 28	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 6. The concept of the product. Types of product. Past Tense Forms.</b>		
knowledge of the key notions of thematic information; capacity to use appropriate grammatical and lexical forms in oral speech	<b>Practical lesson 37.</b> 1. Classification of Goods. 2. Past Simple (Indefinite).  Literature: 1, 2, 7 Recommended materials: 9, 10, 14, Internet sources: 25,	2

	<b>Self-study:</b> studying thematic information; developing grammatical skills; analyzing grammar rules	2
understanding and interpreting different aspects of culture and language behaviour in the world of work; ability to use grammatical resources of the language	<b>Practical lesson 38.</b> 1. Types of Goods. 2. Past Habitual: <i>used to</i> . 3. <i>Have gone to / have been to / have been in</i> .  Literature: 1- 4, 7 Recommended materials: 13-15 Internet sources: 22, 24, 25	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the topic; developing speaking skills.	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 39.</b> 1. Commodity Science: basic notions. 2. Past Continuous (Progressive).  Literature: 3-5 Recommended materials: 16 Internet sources: 19, 20, 28	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 40.</b> 1. Life cycle of goods. 2. Past Perfect.  Literature: 3-5 Recommended materials: 16 Internet sources: 19, 20, 28	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	1
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 41.</b> 1. “Hands-on” projects: Case Study. 2. Past Perfect Continuous. Literature: 1, 3 Recommended materials: 15-17 Internet sources: 24, 28	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	1
be ready to speak on a variety of topics connected with economy, to maintain discussions and disputes,	<b>Practical lesson 42.</b> 1. Revision of lexical topics. 2. Final grammar test.	2

ask questions and express opinions; ability to use a variety of grammatical structures	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	1
Індивідуальне завдання	Участь у наукових заходах/ творчий проєкт	15
<b>Разом за семестр</b>		<b>180/6</b>

<b>II курс</b>		
<b>I семестр</b>		
<b>Unit 1. Types of Markets. Future Tense Forms.</b>		
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	<b>Practical lesson 1.</b> 1. Market: pure competition. 2. Future Simple/ Be Going to. 3. Future Simple/ Present Continuous.  Literature: 1, 2 Recommended materials: 10, 12, 17 Internet sources: 21	2
	<b>Self-study:</b> doing grammar exercises; reading and translating a newspaper article on the topic	2
capability to apply effectively the acquired knowledge of topical information to the appropriate situation; ability to use appropriate grammatical and lexical forms in oral speech	<b>Practical lesson 2.</b> 1. Market: an Oligopoly. 2. Oligopoly: advantages & disadvantages. 3. Future Continuous. Future Perfect. Future Perfect Continuous.  Literature: 3-5 Recommended materials: 14 Internet sources: 18, 19	2
	<b>Self-study:</b> raising awareness of the specific features of various genres of legal discourse	2
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 3.</b> 1. Market: Pure Monopoly. 2. Future-in-the Past tense forms.  Literature: 3-5 Recommended materials: 14, 16 Internet sources: 27, 28	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
ability to reproduce and produce effectively topical vocabulary in oral and writing speech; practising and memorizing	<b>Practical lesson 4.</b> 1. Market: Monopolistic Competition. 2. Other ways of expressing future: <i>be about + infinitive</i> , <i>be on the point + -ing form</i> , <i>be due to + infinitive</i>	2



grammatical rules	Literature: 3-5 Recommended materials: 14, 16 Internet sources: 27, 28	
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 5.</b> 1. “Hands-on” projects: Case Study. 2. Other ways of expressing future: <i>be sure to/ be certain to/ be bound to + infinitive, to be (un)likely to + infinitive, to be sure to + infinitive.</i>  Literature: 3-5 Recommended materials: 16, Internet sources: 19, 20	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 2. Target Market. Modals.</b>		
raising awareness and control of the organization of the meaning of grammatical elements	<b>Practical lesson 6.</b> 1. Concept of Segment. 2. Ability ( <i>can - could - be able to</i> ). 3. Obligation/ Duty.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> doing grammar exercises; developing the ability to collect information on the topic from specialised professional sources	2
correct use of topical vocabulary, ability to express a variety of meanings through modal verbs	<b>Practical lesson 7.</b> 1. Market Segmentation. 2. Necessity. 3. Absence of necessity.  Literature: 1, 2 Recommended materials: 17 Internet sources: 21	2
	<b>Self-study:</b> analyzing grammar rules; doing grammar exercises; developing the ability to collect information on the topic from specialised professional sources	2
ability to understand and apply the key notions of the given information;	<b>Practical lesson 8.</b> 1. Target Market Segment: definition. 2. Prohibition ( <i>mustn't – can't</i> ). 3. Logical assumption ( <i>must – can't/ couldn't</i> ).	2

ability to use grammatical resources of the language	4. Advice ( <i>should/ ought to/ must</i> ).  Literature: 1, 2, 7 Recommended materials: 14, 16 Internet sources: 27, 28	
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
ability to use topical vocabulary in oral and writing speech; awareness and control of organisation and meaning of grammatical elements; understanding of logical relations	<b>Practical lesson 9.</b> 1. Target Market. 2. The Choice of the Target Market. 3. Probability ( <i>should/ ought</i> ). 4. Possibility ( <i>can - could/ may - might</i> ). 5. Permission ( <i>can/ could/ may /might</i> ).  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 10.</b> 1. “Hands-on” projects: Case Study. 2. Request ( <i>can/ could/ will/ would/ may/ might</i> ). 3. Offers ( <i>I’ll/ shall/ can/ could</i> ). 4. Promise ( <i>will</i> ). 5. Suggestions ( <i>shall/ can/ could</i> ).  Literature: 1, 4, 5, 7 Recommended materials: 10, 11, 13, 16 Internet sources: 19, 20, 28	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 3. Consumerism. The Passive Voice.</b>		
practising and memorizing grammatical rules; correct use of topical vocabulary;	<b>Practical lesson 11.</b> 1. The Main Content of Consumer. 3. Transformation from Active to Passive. 4. Personal/ impersonal constructions.  Literature: 3-5 Recommended materials: 14, 16 Internet sources: 25, 28	2

	<b>Self-study:</b> analyzing grammar rules; doing grammar exercises; developing the ability to collect information on the topic from specialised professional sources	2
awareness and control of the organisation of the meaning of grammatical elements; understanding of logical relations (entailment, presupposition, implicature, etc.)	<b>Practical lesson 12.</b> 1. Protection Concept. 2. Special passive constructions. <i>Have something done. Get something done.</i>  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> analyzing grammar rules; doing grammar exercises; developing the ability to collect information on the topic from specialised professional sources	2
ability to identify, evaluate and synthesise topical information; ability to use grammatical resources of the language	<b>Practical lesson 13.</b> 1. Legal Consumer Protection. 2. Consumer Law Protection: Basic Issues. 3. Special passive constructions. <i>Have something done. Get something done. To be done/ being done.</i>  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 14.</b> 1. Structure of Consumer Protection Departments. 2. Activities of Consumer Protection Departments 3. Phrasal and prepositional verbs.  Literature: 1, 2 Recommended materials: 10, 12, 17 Internet sources: 21	2
	<b>Self-study:</b> doing grammar exercises; developing the ability to collect information on the topic from specialized professional sources	2
gain in depth the knowledge of the topical vocabulary;	<b>Practical lesson 15.</b> 1. “Hands-on” projects: Case Study. 2. Prepositional phrases.	2

practising and memorizing grammatical rules	Literature: 1-3 Recommended materials: 10, 11, 13, 16 Internet sources: 19, 20	
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 4. Logistics centers and their infrastructure. Sequence of Tenses.</b>		
practising and memorizing grammatical rules; correct use of topical vocabulary; use grammatical resources of the language	<b>Practical lesson 16.</b> 1. Logistics: Basic Notions. 2. Direct speech and reported speech. 3. Reported speech: person, place and time.  Literature: 2-4, 7 Recommended materials: 14, 16 Internet sources: 27, 28	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
raising awareness and control of the organization of the meaning of grammatical elements	<b>Practical lesson 17.</b> 1. Basic Concepts of Logistics. 2. Reported statements.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> doing grammar exercises; developing the ability to analyse information on the topic from specialized professional sources	2
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 18.</b> 1. Logistics centers: Infrastructure. 2. Logistics centers in the world. 3. Reported speech: the tense change  Literature: 1, 4, 5, 7 Recommended materials: 9, 13, 16 Internet sources: 22, 24	2
	<b>Self-study:</b> analyzing grammar rules; revising topical vocabulary; summarizing factual information on the topics	2
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 19.</b> 1. Logistics centers: Infrastructure. 2. Reported questions.  Literature: 1, 4, 5, 7	2

	Recommended materials: 9, 13, 16 Internet sources: 22, 24	
	<b>Self-study:</b> analyzing grammar rules; revising topical vocabulary; summarizing factual information on the topics	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 20.</b> 1. “Hands-on” projects: Case Study. 2. Reported requests, orders, and advice.  Literature: 1, 4, 5, 7 Recommended materials: 10, 11, 16 Internet sources: 19, 20	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 5. Packaging and Labelling. Conditionals.</b>		
ability to use grammatical resources of the language; knowledge of topical vocabulary	<b>Practical lesson 21.</b> 1. Requirements for Commodities Packaging. 2. Introductory Verbs. 3. Present and future conditionals.  Literature: 1, 4, 5 Recommended materials: 9, 10, 11, 14 Internet sources: 18, 19, 25	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
capability to apply effectively the acquired knowledge of topical information to the appropriate situation	<b>Practical lesson 22.</b> 1. Requirements for Commodities Labelling. 2. Unlikely/ unreal conditions.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	2
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 23.</b> 1. Types of Commodities Labelling. 2. Past conditionals.  Literature: 1, 2 Recommended materials: 10, 12, 17 Internet sources: 21	2
	<b>Self-study:</b> learning topical vocabulary; revising grammar rules and doing grammar tasks; developing writing skills	2

gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 24.</b> 1. Details of Commodities Labelling. 3. Mixed conditionals. <i>I wish.</i>  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules; writing a report on the topic	2
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 25.</b> 1. “Hands-on” projects: Case Study. 2. Mixed conditionals. <i>If only, it’s time.</i>  Literature: 1, 4, 7 Recommended materials: 10, 11, 16 Internet sources: 19, 20, 28	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
<b>Unit 6. Transportation and Warehousing. Clauses, linking words.</b>		
raising awareness and control of the organization of the meaning of grammatical elements	<b>Practical lesson 26.</b> 1. Functions of Warehouses. 2. Time clauses. 3. Clauses of result.  Literature: 1, 2 Recommended materials: 10, 12, 17 Internet sources: 21	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2
raising awareness and control of the organization of the meaning of grammatical elements	<b>Practical lesson 27.</b> 1. Classifications of Warehouses. 2. Clauses of reason.  Literature: 1, 2 Recommended materials: 10, 12, 17 Internet sources: 21	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	2

gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 28.</b> 1. Logistic Process of Warehousing. 2. Clauses of purpose. 3. Clauses of contrast.  Literature: 1, 4, 5, 7 Recommended materials: 14, 15, 17 Internet sources: 26, 27	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to collect information on the topic from specialized Internet sources	2
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 29.</b> 1. Transportation Operations. 2. Clauses of manner.  Literature: 2, 7 Recommended materials: 14, 16 Internet sources: 27, 28	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing reading and writing skills	2
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 30 .</b> 1. Materials Handling. 2. Relative clauses.  Literature: 4, 7 Recommended materials: 15, 17 Internet sources: 22, 26	2
	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing reading and writing skills	2
ability to communicate effectively using topical vocabulary; raising awareness and control of the organization of the meaning of grammatical elements	<b>Practical lesson 31.</b> 1. Warehousing and Foodstuffs Storage. 2. Relative adverbs. 3. Identifying / non-indentifying clauses.  Literature: 3, 6, 7 Recommended materials: 9, 14 Internet sources: 18, 19, 25	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules; writing a report on the topic	2
<b>Unit 7. The Chain Stores. Main Types of Department Stores. Participles.</b>		
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 32.</b> 1. The Concept of Retail Sales. 2. The Present Participle. 3. The Past Participle.  Literature: 1-3, 7 Recommended materials: 9, 10, 14 Internet sources: 18, 19, 25	2

	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; developing the ability to work on the legal article	2
knowledge of thematic information; ability to retrieve and use grammatical elements in oral speech	<b>Practical lesson 33.</b> 1. Classification of the Chain. 2. The Perfect Participle. 3. The Objective Participle complex.  Literature: 1-3, 7 Recommended materials: 9, 13, 16 Internet sources: 22, 24	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 34.</b> 1. Classification of Department Stores. 2. The Subjective Participle complex. The Absolute Participle complex.  Literature: 1-3, 7 Recommended materials: 14, 16 Internet sources: 27, 28	2
	<b>Self-study:</b> enriching topical vocabulary; analyzing grammar rules; doing grammar tasks; developing reading skills	2
correct use of topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 35.</b> 1. Requirements and Functions of Department Stores. 2. Inversion. 3. Stylistic Use of Word Order.  Literature: 1-3, 7 Recommended materials: 14, 16 Internet sources: 27, 28	2
	<b>Self-study:</b> enriching topical vocabulary; analyzing grammar rules; doing grammar tasks; developing reading skills	2
<b>Unit 8. Trade Fairs and Exhibitions. Non-finite forms of the Verb.</b>		
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 36.</b> 1. Trade Fairs & Exhibitions. 2. The Infinitive.  Literature: 1-3, 7 Recommended materials: 9, 10, 11, 12 Internet sources: 18, 19, 25	2



	<b>Self-study:</b> analyzing grammar rules and doing grammar tasks; writing a report on the topic	2
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 37.</b> 1. Successful Managing Trade Shows and Exhibitions. 2. The Subjective infinitive complex. The Objective infinitive complex.  Literature: 1-3, 7 Recommended materials: 14, 16 Internet sources: 19, 27, 28	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	2
knowledge of topical vocabulary; ability to use grammatical resources of the language	<b>Practical lesson 38.</b> 1. Preparation of Materials for Trade Shows and Exhibitions. 2. The Objective infinitive complex.  Literature: 1-3, 7 Recommended materials: 14, 16 Internet sources: 19, 27, 28	2
	<b>Self-study:</b> preparing presentations on the topic; doing grammar exercises; reading and translating a newspaper article on the theme.	2
<b>Unit 9. Problems and Complaints. The Gerund.</b>		
practising and memorizing grammatical rules; correct use of topical vocabulary; use grammatical resources of the language	<b>Practical lesson 39.</b> 1. Making complaints. 2. Complexes with the Gerund.  Literature: 1-3, 5, 7 Recommended materials: 9, 13, 16 Internet sources: 22, 24	2
	<b>Self-study:</b> activating topical vocabulary; revising grammar rules; developing speaking skills	2
ability to communicate effectively using topical vocabulary; raising awareness and control of the organization of the	<b>Practical lesson 40.</b> 1. Explaining Problems 2. Complexes with the Gerund.  Literature: 1-3, 5, 7 Recommended materials: 9, 13, 16 Internet sources: 22, 24	2

meaning of grammatical elements	<b>Self-study:</b> learning topical vocabulary; revising grammar rules and doing grammar tasks; developing writing skills	1
raising awareness and control of the organization of the meaning of grammatical elements	<b>Practical lesson 41.</b> 1. Apologizing. 2. Offering Solutions. 3. Inversion. 4. Stylistic Use of Word Order.  Literature: 1-3, 5, 7 Recommended materials: 9, 13, 16 Internet sources: 22, 24	2
	<b>Self-study:</b> doing grammar exercises; developing the ability to analyse information on the topic from specialized professional sources	1
gain in depth the knowledge of the topical vocabulary; practising and memorizing grammatical rules	<b>Practical lesson 42.</b> 1. “Hands-on” projects: Case Study. 2. Grammar Review Test.  Literature: 1-3, 5, 7 Recommended materials: 9, 13, 16 Internet sources: 22, 24, 26	2
	<b>Self-study:</b> enriching thematic vocabulary; developing grammatical skills; analyzing grammar rules	1
Індивідуальне завдання	Участь у наукових заходах/ творчий проєкт	15
<b>Разом за семестр</b>		<b>180/6</b>

### III. РЕКОМЕНДОВАНІ ДЖЕРЕЛА

#### Основні джерела:

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