

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

APPROVED BY THE ACADEMIC COUNCIL

Chairman of the Academic Council KNUTD

\_\_\_\_\_ Ivan GRYSHCENKO

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EDUCATIONAL PROFESSIONAL PROGRAM

**The English language: translation in business communications**

Level of higher education – first bachelor's degree

Degree of higher education – Bachelor

Knowledge area – 035 Philology

Specialty – 035 Philology

Qualification – Bachelor

Kyiv 2021

**1. Profile of the educational and professional program**  
**The English language: translation in business communications**

<b>1 – General information</b>	
<b>Full name of the institution of higher education and structural department</b>	Kyiv National University of Technologies and Design Foreign Languages Department
<b>Higher education degree and qualification in the original language</b>	Level of higher education – first (bachelor’s) Degree of higher education – bachelor Subject area – 03 Humanitarian sciences Specialty – 035 Philology
<b>Type of diploma and scope of the educational program</b>	Bachelor’s degree, single, 240 ECTS credits/180 ECTS credits for a reduced period of study
<b>Availability of accreditation</b>	–
<b>Cycle/level</b>	The National Qualifications Framework of Ukraine – the sixth level
<b>Prerequisites</b>	Complete general secondary education, professional higher education or junior bachelor’s degree (junior specialist). According to the Standard of Higher Education in the specialty based on the degree of junior bachelor (academic level of junior specialist), the University recognizes and awards ECTS credits received within the previous educational program for junior bachelor (junior specialist)
<b>Language (-s) of instruction</b>	Ukrainian, English
<b>Duration of the educational program</b>	–
<b>Internet address of the permanent placement of the description of the educational program</b>	<a href="http://knutd.edu.ua/ekts/">http://knutd.edu.ua/ekts/</a>
<b>2 – Purpose of the educational program</b>	
<p>The purpose of the educational program is to train highly qualified competitive specialists who have deep knowledge, general and professional competencies in the humanities in the specialty 035 Philology in the field of translation in business communications from English into Ukrainian and vice versa in oral and written forms; able to analyse, organize and conduct interlingual and intercultural communication of business partners, plan and implement successful comprehensive translation projects.</p> <p>The main goals of the program are to form specialists whose worldviews are based on humanistic and national ideals and civic values and who are able to solve complex specialized problems and practical problems in the field of German philology in the process of professional activity or training, involving theories and methods of philological science and is characterized by complexity and uncertainty of conditions.</p>	
<b>3 – Characteristics of the educational program</b>	
<b>Subject area</b>	<p>The program is focused on the formation of applicants' competencies to acquire deep knowledge, skills and abilities in the specialty Philology in the field of translation in business communications.</p> <p>Required educational components - 75% including: disciplines of general training - 10%, vocational training - 77%, practical training - 13%. Elective courses - 25%, are selected from the university catalog in accordance with the approved procedure at the University</p>
<b>Orientation of the educational program</b>	Educational and professional program for bachelor’s degree preparation.
<b>Focus of the program</b>	Emphasis is placed on the formation and development of professional competencies and the study of theoretical and methodological provisions, organizational and practical tools in the humanities in the specialty of philology for requiring modern competencies in the field of translation in business communications.

	<p>The program is aimed at students gaining professional knowledge, skills, abilities and other competencies for the successful implementation of professional activities: translation and interpretation from Ukrainian into English and vice versa in various areas of business communications, acting as a mediator in interlingual and intercultural communication of business partners, organization and support of international information services, etc.</p> <p>The program focuses on providing specialized philological training of applied and research nature, building a foundation for independent research, practical linguistic and translation activities of students in domestic and foreign institutions and establishments, the formation of students' skills of interpretation and translation of various expressions related to business communication, types and genres of speech, taking into account the situation of communication, as well as the organization and conduct of translation research.</p>
<b>Features of the educational program</b>	<p>The program is focused on obtaining professional education in the field of translation in business communications and the acquisition and implementation of relevant general and professional competencies with the prospect of further professional and scientific activities.</p> <p>The features of the program include the improvement of acquired competencies in the field of English, English literature, translation, interpersonal, intercultural, mass and business communications in oral and written forms with the involvement of leading domestic experts and native English speakers within the educational program.</p> <p>The program provides prospects for internships in translation agencies, international corporations, companies and others. Students are given the opportunity to develop and present projects and start-ups in the framework of participation in national and international conferences and competitions.</p>

<b>4 – Suitability of graduates for employment and further training</b>	
<b>Suitability for employment</b>	<p>The graduate is suitable for employment in enterprises, organizations and institutions in which she/he is able to demonstrate the acquired competencies of a translator/interpreter in the field of business communications.</p> <p>A translator/interpreter in the field of business communications can work as a translator, an interpreter, a translation editor, a translator-consultant, a foreign correspondent, a translator at international conferences, a guide-translator; a head of the translation department; a specialist of the advertising and public relations department.</p>
<b>Further training</b>	<p>Opportunity to study according to the educational-scientific and / or educational-professional program of the second (master's) level of higher education.</p>
<b>5 – Instruction and assessment</b>	
<b>Instruction and learning</b>	<p>Student-centered, problem-oriented, professionally oriented learning, learning through training, industrial practice and self-study are used.</p> <p>The system of teaching methods is based on the principles of purposefulness and binary - active direct participation of research and teaching staff and students of higher education with the use of communicative and interdisciplinary approaches.</p> <p>Forms of organization of the educational process: lectures, practical classes, seminars (including interactive) classes, practical training, consultation, independent work, development of professional projects.</p>
<b>Assessment</b>	<p>Oral and written exams, testing, essays, presentations, reports.</p>
<b>6 – Program competencies</b>	

<b>Integral competence (IC)</b>	Ability to solve complex specialized tasks and practical problems in the field of philology (linguistics, literature, folklore, translation) in the process of professional activity or training, which involves the application of theories and methods of philological science and is characterized by complexity and uncertainty.	
<b>General competences (GC)</b>	GC 1	Ability to exercise own rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
	GC 2	Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies, active recreation and a healthy lifestyle.
	GC 3	Ability to communicate in the state language both orally and in writing.
	GC 4	Ability to be critical and self-critical.
	GC 5	Ability to learn and master modern knowledge.
	GC 6	Ability to search, process and analyse information from various sources.
	GC 7	Ability to identify, pose and solve problems.
	GC 8	Ability to work in a team and independently.
	GC 9	Ability to communicate in a foreign language.
	GC 10	Ability to abstract thinking, analysis and synthesis.
	GC 11	Ability to apply knowledge in practical situations.
	GC 12	Skills to use information and communication technologies.
	GC 13	Ability to conduct research at the appropriate level.
<b>Professional competencies (PC)</b>	PC 1	Awareness of the philological science structure and its theoretical foundations.
	PC 2	Ability to use knowledge about language as a special sign system, its nature, functions, levels in professional activities.
	PC 3	Ability to use knowledge of the theory and history of the language(s) being studied in professional activities.
	PC 4	Ability to analyse dialectal and social varieties of the language(s) being studied, to describe the sociolinguistic situation
	PC 5	Ability to use systematic knowledge of the main periods of development of the studied literature from antiquity to the XXI century, the evolution of trends, genres and styles, leading representatives and artistic phenomena, as well as knowledge of trends in the world literary process and Ukrainian literature in professional activities.
	PC 6	Ability to freely, flexibly and effectively use the language(s) being studied, orally and in writing, in different genre and style varieties and registers of communication (formal, informal, neutral), to solve communicative tasks in various fields of life.
	PC 7	Ability to collect and analyse, systematize and interpret linguistic, literary, folklore facts, interpretation and translation of the text (depending on the chosen specialization).
	PC 8	Ability to use fluency in special terminology to solve professional problems.
	PC 9	Awareness of the principles and technologies of creating texts of different genres and styles in state and foreign language(s).
	PC 10	Ability to perform linguistic, literary and special philological (depending on the chosen specialization) analysis of texts of different styles and genres.

	PC 11	Ability to provide advice on compliance with the norms of literary language and speech culture.
	PC 12	Ability to organize business communication.
	PC 13	Ability to perform oral and written translation of texts of various genres and styles from English into Ukrainian and vice versa, their editing at a professional level.
	PC 14	Ability to provide educational advice on compliance with the norms of literary English.
	PC 15	Ability to use knowledge of structural features of terminological lexical units of English and Ukrainian languages in translation activities and to perform structural-logical analysis of terminological units of the source language and their equivalents in the input language in the field of business communications.

### **7 – Program learning outcomes (PLO)**

#### **Knowledge and understanding:**

PLO 1	Understand the fundamental principles of human existence, nature, society.
PLO 2	Understand the main problems of philology and approaches to solving them using appropriate methods and innovative approaches.
PLO 3	Know and understand the system of language, the general properties of literature as an art of speech, the history of language(s) and literature(s) studied, and be able to apply this knowledge in professional activities.
PLO 4	Know the norms of literary language and be able to apply them in practice.
PLO 5	Know the principles, technologies and techniques of creating oral and written texts of various genres and styles in state and foreign language(s).
PLO 6	Know and understand the basic notions, theories and concepts of the chosen philological specialization, be able to apply them in professional activities.
PLO 7	Know the rules of communication culture in the state and English languages, which carry out translation activities in the field of business communications.
PLO 8	Understand the moral and ethical norms of behaviour and communication in a multicultural, political and multi-religious society.

#### **Application of knowledge and understanding (skills):**

PLO 9	Work effectively with information: select the necessary information from various sources, including professional literature and electronic databases, critically analyse and interpret it, organize, classify and systematize.
PLO 10	Use information and communication technologies to solve complex specialized problems and problems of professional activity.
PLO 11	Analyse language units, determine their interaction and characterize language phenomena and processes that determine them.
PLO 12	Analyse and interpret works of Ukrainian and foreign fiction and oral folklore, determine their specificity and place in the literary process (according to the chosen specialization).
PLO 13	Use the language(s) being studied, orally and in writing, in different genre and style varieties and registers of communication (formal, informal, neutral), to solve communicative tasks in everyday, social, educational, professional, scientific spheres of life.
PLO 14	Carry out linguistic, literary and special philological analysis of texts of different styles and genres.
PLO 15	Collect, analyse, systematize and interpret the facts of language and speech and use them to solve complex problems and problems in specialized areas of professional activity and/or education.
PLO 16	Describe the dialect and social varieties of the language(s) being studied, describe the sociolinguistic situation.
PLO 17	Organize the process of your learning and self-education.

PLO 18	Be able to translate scientific, socio-political, professional literature and documentation in the field of business communications from the Ukrainian language into English and vice versa, to edit translations.
<b>Formation of judgments:</b>	
PLO 19	Communicate freely on professional issues with specialists and non-specialists in state and foreign language(s) orally and in writing, use them to organize effective intercultural communication.
PLO 20	Collaborate with colleagues, representatives of other cultures and religions, supporters of different political views, etc.
PLO 21	Have the skills to participate in scientific and/or applied research in the field of philology.
PLO 22	Have the skills to manage complex actions or projects in solving complex problems in professional activities in the field of selected philological specialization and be responsible for making decisions in unpredictable conditions.
PLO 23	Work on unification of terms, improvement of the used concepts/definitions in the field of translation activity in business communications.
PLO 24	Present the text in written and oral forms during the translation from English into the native language and vice versa logically and in compliance with the norms of literary language.
PLO 25	Use knowledge of the structural features of the terminological lexical units of the English and Ukrainian languages in translation activities and carry out the structural and logical analysis of the terminological units of the source language and their equivalents in the input language in the field of business communications.
PLO 26	Demonstrate knowledge of the chosen philological specialization in the field of translation activities in the field of business communications.
<b>8 – Resource support for program implementation</b>	
<b>Staff support</b>	All academic staff who provide the educational program, by qualification correspond to a profile and a direction of the educational components which are taught; have the necessary experience of pedagogical work and experience of practical work. In the process of organizing training, professionals with experience in research / management / innovation / creative work and / or work in the specialty are involved.
<b>Material and technical support</b>	Material and technical support makes it possible to fully ensure the educational process throughout the training cycle of the educational program. The condition of the premises is certified by sanitary and technical passports that comply with the current regulations.
<b>Information and curricular support</b>	The program is fully equipped with an educational and methodological complex of all the educational program components, the availability of which is presented in the modular environment of the educational process of the University.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	Offers the possibility of academic mobility in some educational components that provide the acquisition of general or professional competencies.
<b>International credit mobility</b>	The program develops prospects for participation and internships in research projects and academic mobility programs abroad. It is performed in an active research environment with the support of the British Council's Creative Spark Entrepreneurship Support Program, jointly implemented by Kyiv National University of Technologies and Design and the University of Southampton in the UK, which provides applicants with additional knowledge in related fields; to improve the level of foreign language proficiency and get acquainted with foreign culture.
<b>Training of foreign applicants for higher education</b>	Training of foreign applicants for higher education is carried out according to the accredited educational programs.

## 2. List of components of the educational professional program and their logical sequence

### 2.1 List of components of the educational and professional program

Code p/n	Components of the educational program (academic courses, term papers (projects), practical trainings, qualification work)	Number of credits	Form of final control
1	2	3	4
<b>Required components of the educational program</b>			
<b>General training cycle</b>			
RC 1	Ukrainian statehood: history and modernity	3	credit
RC 2	Ukrainian and foreign culture	3	credit
RC 3	Philosophy, political science and sociology	6	exam
RC 4	Psychology	3	credit
RC 5	Physical Education	3/9*	credit
<b>Total for the cycle</b>		<b>18</b>	
<b>Cycle of professional training</b>			
RC 6	Business Ukrainian in the translation aspect	6	exam
RC 7	Ukrainian literature from antiquity to the present in the world and cultural context	3	credit
RC 8	Foreign literature and literature of English-speaking countries	6	pass
RC 9	General linguistics	3	exam
RC 10	Theory of language communication	3	exam
RC 11	History of the English language	3	exam
RC 12	Latin	3	credit
RC 13	Linguistics (English)	3	exam
RC 14	English language practice	48	exam
RC 15	Practical phonetics of the English language	3	exam
RC 16	Practical grammar of the English language	6	exam
RC 17	Business English	3	exam
RC 18	Translation studies and terminology	9	exam
RC 19	Comparative grammar of English and Ukrainian languages	3	exam
RC 20	Comparative lexicology of English and Ukrainian languages	3	exam
RC 21	Comparative stylistics of English and Ukrainian languages	3	exam
RC 22	Theory and practice of written translation from English	6	exam
RC 23	Theory and practice of written translation of texts in the field of business communication in English	9	exam
RC 24	Theory and practice of oral translation of texts in the field of business communication in English	9	exam
RC 25	Theory and practice of translation and interpretation of business negotiations and conferences	6	credit
<b>Total for the cycle</b>		<b>138</b>	
<b>Practical training</b>			
RC 26	Academic training	6	credit
RC 27	Work placement	18	credit
<b>Total for the cycle</b>		<b>24</b>	
<b>Total for required components</b>		<b>180</b>	
<b>Selective components of the educational program</b>			
EC	Elective courses	60	credit
<b>Total for selective components</b>		<b>60</b>	
<b>TOTAL FOR THE EDUCATIONAL PROGRAM</b>		<b>240</b>	

\*Non-credit academic discipline in 1, 3, 4 semesters

### 3. Form of certification of applicants for higher education

<b>Forms of certification of applicants for higher education</b>	Certification of a graduate of an educational program is carried out in the form of an attestation exam.
<b>Document of higher education</b>	Bachelor's degree with educational qualification: Bachelor of Philology of the educational and professional program The English language: translation in business communications.