

**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«ACADEMIC WRITING IN INTERNATIONAL BUSINESS»**

Specialty: **D3 Management**
Educational level: **first (bachelor's) level**
Educational program: **Management**

MAUP 2025

General information about the academic discipline

Name of the academic discipline	Academic Writing in International Business
Code and name of specialty	D3 "Management"
Level of higher education	first (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	3 credits / 90 hours. Lectures: 20 hours. Seminar classes: 14 hours. Independent work of students: 56 hours.
Terms of studying the discipline	2nd semester
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the teacher. Contact information.

Poltoratska Alla Yakovlevna	
Academic degree	Candidate of Philological Sciences
Academic title	
Position	Associate Professor of the Department of Social and Humanities
Disciplines taught by the NPP	Business Ukrainian language Basics of Academic Writing
Areas of scientific research	
Links to identifier registries for scientists	
Teacher contact information:	
Email:	
Contact phone number	
Teacher's portfolio on the website of the department / institute / academy	

Course abstract. The discipline is built on students' mastery of the skills of academic culture, academic literacy, and academic writing necessary for the successful conduct of scientific research and scientific and educational work, and equips them with the necessary knowledge about the features of academic communication in international business.

The subject of the discipline "Academic Writing in International Business» is Ukrainian-language academic communication in international business. This includes the formation of academic culture and literacy, as well as the development of practical oral and written skills necessary for successful

study and future professional activities. The discipline covers aspects of academic integrity: understanding and adhering to ethical principles in scientific activity, that meets international standards.

The purpose of the training disciplines «Academic Writing in International Business»—development of theoretical knowledge and practical skills in academic writing in the field of international business. Studying key concepts, strategies and tactics of academic writing, mastering technologies for organizing the processes of creating, analyzing and editing academic texts, as well as developing competence in using modern approaches to writing scientific papers, presentations and reports that meet international standards.

Objectives of the academic discipline: to learn scientific terminology; to understand the moral and ethical component, the role and place of academic integrity in the system of international business; get acquainted with the regulatory framework on the problems of observing the norms of academic integrity; understand the logic of observing the principles and rules of academic culture; learn to apply knowledge of academic integrity in educational, scientific work and professional growth in the system of international business.

Prerequisites of the academic discipline. The study of the academic discipline "Academic Writing in International Business" is based on the knowledge and skills acquired by students at the undergraduate level. Namely: academic studies, history and culture of Ukraine, philosophy, foreign language, modern Ukrainian language.

Postrequisites of the academic discipline. The knowledge and skills acquired by students in the process of studying the academic discipline "Academic Writing in International Business" contribute to the successful study by higher education students of a number of other academic disciplines aimed at the formation of professional knowledge and skills: the basics of academic writing, leadership and communication, the basics of scientific research in management, communication in organizations.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/ assessment methods
CONTENT MODULE 1. Academic writing as a system for creating academic text in international business.		Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling).
Topic 1.	Introduction. Subject, method and objectives of the discipline "Academic Writing in International Business".	
Topic 2.	Basic principles of academic writing in international business.	
Topic 3.	Fundamentals of Academic Writing in International Business: Personal Process, Practice, and Public Product.	
Topic 4.	Intellectual property. Rules for using intellectual property objects in international business.	
Topic 5.	Academic integrity. Code of ethics for scientists. Plagiarism and anti-plagiarism in international business.	
CONTENT MODULE 2. Academic text as a formalized product of academic writing in international business.		Assessment methods: oral control (oral survey, assessment of particip-
Topic 6.	Academic text: organization and technology of work.	
Topic 7.	Structure of an academic text.	
Topic 8.	Generating ideas for an academic text and organizing them.	
Topic 9.	Developing critical thinking in academic writing in international business.	
Topic 10.	Specificity of types of academic text in international business.	

		<p>ation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).</p>
Modular test		
Form of control: credit		

Technical facilities and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering theoretical foundationsacademic writing in international business; the ability to apply knowledge to build models of academic writing and analyze scientific texts,that meets international standards;
- skills in diagnosing and predicting developmental processesacademic writing in international business;
- using specialized software to develop application modelsacademic writing in international business.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations;
- oral reports on case analysis;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of development processesacademic writing in international business, statistical indicators, development modelsacademic writing in international business;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test paper, analytical report, essay);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);

- working with problem situations (analytical cases, scenario modeling of the application academic writing in international business).

**Assessment system and requirements.
Table of points awarded to higher education students***

Topics	Ongoing knowledge assessment										Final control		
											Modular test	Credit**	Total points
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for the modular test in the academic discipline "Academic Writing in International Business":

When assessing a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a grade of "good" (B) is given for completing 80% of all tasks;

- a grade of "good" (C) is given for completing 70% of all tasks;

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "Academic Writing in International Business" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written work; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C	satisfactory	
68 – 74	D		
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the course "Academic Writing in International Business", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Academic Writing in International Business" involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.**Main literature:**

1. Academic writing: a textbook / compilers: T.M. Kostyrko, S.V. Larenkova, I.V. Bondar, M.S. Zhigalkina. Mykolaiv: NUK, 2022. 116 p.
2. Academic writing and integrity: a teaching and methodological manual / authors-compilers I. Nasminchuk, L. Gromyk. Kamianets-Podilskyi: ZVO "PSU", 2024. 256 p.
3. Kiseleva A.A., Zavalska L.V. Fundamentals of Academic Writing: Educational and Methodological Manual. Odesa: Phoenix, 2023. 69 p.
4. Malyuga N., Horodetska V. New standards of Ukrainian writing. K.: Caravela, 2023. 152 p.
5. Matsiuk Z., Stankevych N. Ukrainian language of professional communication. K.: Caravela, 2023. 352 p.
6. Fundamentals of scientific speech: a textbook / S.A. Bronikova et al.; ed. I.M. Plotnitska, R.I. Lenda. K.: Center for Educational Literature, 2022. 252 p.
7. Ukrainian spelling. Approved by the Board of the Ministry of Education and Science of Ukraine / Ukrainian National Commission on Spelling. K.: Caravela, 2023. 288 p.

Additional literature:

8. Koloiz Zh.V. Fundamentals of Academic Writing. Kryvyi Rih: FOP Marynchenko S.V., 2024. 143 p.
9. Culture of the Ukrainian language and practical stylistics (collection of exercises) / L.G. Pohyba et al. K.: Condor, 2024. 202 p.
10. Martyniuk O.M. Academic writing: educational and methodological edition. Lutsk: Vezha, 2021. 48 p.
11. Fundamentals of academic writing: lecture notes for students of all specialties / M.G. Makoviy et al. Kyiv – Ternopil: KNUBA – FOP Shpak V.B., 2023. 61 p.
12. Onufrienko G.S. Scientific style of the Ukrainian language: a textbook with algorithmic prescriptions. Kyiv: Center for Educational Literature, 2021. 426 p.
13. Ukrainian language for professional purposes: textbook / S.M. Lutsak et al. / Department of Linguistics of Ivano-Frankivsk National Medical University. Ivano-Frankivsk: Medicine, 2024. 351 p.
14. Shevchuk S.V. Ukrainian Business Speech: Textbook. Kyiv: Alerta, 2022. 312 p.

Electronic resources:

1. State Archival Service of Ukraine. URL: <https://archives.gov.ua>
2. State Statistics Service of Ukraine. URL: <https://www.ukrstat.gov.ua>

3. Electronic bookstore. URL: <https://textbook.com.ua/rps>
4. Lviv Scientific Library named after V. Stefanyk. URL: <https://www.lsl.lviv.ua/index.php/uk/golovna2/>
5. International Library and Information Center named after Yaroslav Mudryi of the Interregional Academy of Personnel Management. URL: <https://library.maup.com.ua>
6. National Library named after V. I. Vernadsky. URL: <http://www.nbu.gov.ua/>
7. National Agency for Quality Assurance in Higher Education. URL: <https://naqa.gov.ua/>
8. Official website of the Ministry of Education and Science of Ukraine. URL: <https://mon.gov.ua/ua>
9. Kharkiv State Scientific Library named after V. G. Korolenko. URL: <http://korolenko.kharkov.com>
10. Kharkiv Regional Universal Scientific Library. URL: <http://library.kharkov.ua>