



**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**Chernihiv Polytechnic National University**

**CERTIFICATE PROGRAM**

(micro-credentials educational program of retraining  
and social adaptation of IDPs)

**"TURBO:  
an educational program for  
the development of small and  
medium-sized businesses"**

Chernihiv - 2024



**Funded by  
the European Union**

## PROFILE OF THE CERTIFICATE PROGRAM

1. General information	
Name of the program	TURBO: an educational program for the development of small and medium-sized businesses
Description of the program	<p>The program is aimed at internally displaced persons (IDPs) with higher education (bachelor's level) and focuses on developing skills for starting and growing small and medium-sized businesses. It includes a comprehensive set of disciplines covering IT, economics, business management, and social-psychological adaptation.</p> <p>The program will be delivered in a blended format, allowing participants to attend classes both offline and online. All materials, including video lectures, practical tasks, and additional reading, will be hosted on the Moodle distance learning platform. This approach ensures flexibility in the learning process, enabling participants to study at their own pace.</p>
Form(s) of training	Mixed (auditory/distance)
Target group	Internally displaced persons
Prerequisites	Availability of higher education of the first (bachelor) level
Scope of the program	500 hours (360 hours - 12 ECTS credits and 140 hours of extra-credit educational activities in cooperation with the Chernihiv European NGO)
Duration of the program and organization of training	1 semester
Language(s) of instruction	Ukrainian
List of professional competences , the level of which the program aims to improve	<ul style="list-style-type: none"> <li>➤ Mastering business project design skills</li> <li>➤ Mastering the use of IT tools for creating and promoting websites</li> <li>➤ Acquiring basic English-language materials and understanding the sociocultural aspects of business communication</li> <li>➤ Understanding the psychological aspects of entrepreneurship, interaction in the business environment, and effective management</li> </ul>
Teaching methods	Innovative and flexible teaching methods are employed in this program, which align with the challenges of the current situation in Ukraine and ensure inclusivity for all participants. The learning process is practice-oriented and adapted to the conditions of war, power outages, and other factors that may affect the stability of education.

	<p>The hybrid format allows students to participate in classes both offline and online, thanks to equipment provided by the EU. The classroom is equipped with a camera for synchronous learning, enabling participants to actively engage regardless of their location. A large high-quality monitor for presentations, as well as a projector and screen, ensure interaction between those learning offline and those joining remotely. Audio equipment guarantees clear sound and quality communication between lecturers and students.</p> <p>Professional equipment, including video cameras, lighting, radio devices, a laptop, and a monitor, is used to create high-quality video content that will be uploaded to the Moodle distance learning platform. This ensures access to recorded lectures, practical sessions, supplementary materials, and the ability to view content at any convenient time.</p> <p>The program also includes practical sessions, a series of workshops, and training sessions aimed at developing real-world business skills. All classes focus on the practical application of knowledge, allowing participants to immediately implement the acquired skills in their own projects.</p> <p>The program is inclusive and provides flexibility in learning, taking into account possible interruptions due to power outages or other factors. With access to the distance learning platform, participants will be able to continue their education regardless of external circumstances, review materials, and complete assignments at their convenience.</p>
Course coordinator:	Kateryna Maksom, PhD in Psychology, Head of the Department of Social Work, Chernihiv Polytechnic National University

### Structure and content of the program

No	Disciplines	Number of hours		
		Credits	In total	Form of control
1	<b>Website Creation and Promotion: UI/UX, No-code, and SEO:</b> Module 1: Fundamentals of UI/UX Design Module 2: No-code/Low-code Website Development Module 3: Search Engine Optimization (SEO)	4	120	exam
2	<b>Business English</b>	2	60	exam
3	<b>Fundamentals of Business Project Design:</b> Module 1: SME Valuation Module 2: Business Project Management Module 3: Social Entrepreneurship Module 4: Promotion on Global Marketplaces Module 5: Workshop Series on Starting Your Own Business in Cooperation with NGO "Chernihiv European" Module 6: Workshop Series on Job Search and Employment in Cooperation with NGO "Chernihiv European"	6.5	190	business plan defense
4	<b>Business Psychology:</b> Module 1: Psychological Foundations of Entrepreneurial Activity and Leadership Module 2: Training Series on Social-Psychological Adaptation ("Goal Setting and Time Management," "Personal Resilience in Crisis Conditions," "Mediation as a Tool for Resolving Business Conflicts")	4.5	130	fail-pass examination
<b>TOTAL:</b>		<b>17</b>	<b>500</b>	

## **Brief Description of Courses**

### ***Course 1: Website Creation and Promotion: UI/UX, No-code, and SEO***

#### **Knowledge:**

- Fundamentals of UI/UX Design: Principles of User Interface (UI) and User Experience (UX), the impact of design on the usability and attractiveness of websites.
- No-code/Low-code Technologies: Tools for creating websites without programming, such as Wix and WordPress, and their functionalities.
- Basics of SEO: How search engines work, key principles of search engine optimization, including keyword selection, content optimization, and technical aspects of SEO.
- Structuring and Promoting Websites: How to properly organize content, set up website elements, and optimize them for search engines.

#### **Skills:**

- Design intuitive and aesthetically appealing interfaces using UI/UX design principles.
- Create functional websites using no-code/low-code platforms (e.g., Wix, WordPress), including theme customization, content addition, and plugin integration.
- Optimize websites for search engines (SEO) to enhance visibility and attractiveness to both search engines and users.
- Conduct basic website analytics using tools like Google Analytics and make adjustments based on results.

**General competences:** skills in using IT tools for creating and promoting websites.

#### **Delivery mode:**

- Lectures (40 hours)
- Practical Classes (40 hours)
- Self-study: Working with materials (videos and additional literature) in the Moodle system, completing an individual task (38 hours)

**Assessment:** Exam - practical task and presentation of the created project (2 hours)

### ***Course 2: Business English***

#### **Knowledge:**

- Language and speech material within the thematic context of the course.
- Sociocultural features, verbal and non-verbal communication rules in typical business communication situations.

#### **Skills:**

- Comprehend and understand the main content of authentic messages within the course.

- Obtain necessary information from English-language sources.
- Conduct oral and written communication in English in typical business situations within the course.

*General competences:* Acquisition of basic English-language materials and sociocultural features of business communication.

*Delivery mode:*

- Practical Classes (30 hours)
- Self-study: Working with materials (videos and additional literature) in the Moodle system, completing an individual task (28 hours)

*Assessment:* Exam - test and oral communication evaluation (2 hours)

### ***Course 3: Fundamentals of Business Project Design***

*Knowledge:*

- Principles and conditions for starting and scaling a business.
- Theoretical foundations of business and business planning.
- Basics of market and marketing research.
- Classic business models and the business model canvas.
- Understanding social entrepreneurship and its role in community rebuilding and development through social missions.
- Marketing tools for promoting business ideas in the business environment.
- Resource needs of businesses and sources for their formation.
- Stages of companies' entry into global marketplaces
- Features of developing a professional growth plan

*Skills:*

- Forecast the results of their activities.
- Identify entrepreneurial and managerial initiative skills.
- Systematize the experience of social entrepreneurship in Ukraine and abroad.
- Analyze social issues within the community and target groups for social impact to develop and implement the social enterprise mission.
- Develop strategies for promoting products in global marketplaces.
- Create an effective CV and covering letter, as well as a video CV and portfolio

*General competences:* The ability to develop and test a business plan for their entrepreneurial idea using a business plan template.

*Delivery mode:*

- Lectures (30 hours)
- Practical Classes (70 hours)
- Self-study: Working with materials (videos and additional literature) in the Moodle system, developing a business plan (85 hours)

Assessment: Business plan defense (5 hours)

#### ***Course 4: Business Psychology***

##### Knowledge:

- Knowledge of psychological theories and concepts of personal development, entrepreneurial activity, and interpersonal interaction.
- Understanding resilience in business and constructive practices for supporting oneself and the team.
- Knowledge about building a career in business.

##### Skills:

- Goal-setting skills for personal development and strategic business planning.
- Team-building and business communication skills with partners.
- Skills for interacting with consumers, researching their needs and interests.
- Skills for managing conflicts within teams and with partners.
- Development of resilience skills in facing contemporary challenges.

General competences: Develop an understanding of the psychological aspects of entrepreneurship, interaction in the business environment, and effective management.

##### Delivery mode:

- Lectures (10 hours)
- Practical Classes (90 hours)
- Self-study: Working with materials (videos and additional literature) in the Moodle system, completing an individual task (28 hours)

Assessment: fail-pass examination - test and essay.





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## **SYLLABUS**

### **WEBSITE CREATION AND PROMOTION: UI/UX, NO-CODE, AND SEO**

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#### **1. Course abstract.**

The course provides a holistic understanding of the processes of creating, optimising and promoting websites. Students will learn the basics of UI/UX design, master No-code/Low-code technologies for creating websites without programming, and gain basic SEO knowledge to increase website visibility in search engines.

#### **2. Course aim and objectives.**

Course aim — developing students' knowledge and skills to effectively design and develop websites using No-code/Low-code tools, as well as optimise websites to improve their visibility in search engines using SEO.

Course objectives:

- Understand the basics of UI/UX design, the impact of design on the usability and attractiveness of websites.
- Master the No-code/Low-code tools for website development (e.g. Wix, WordPress) and their functionality.
- Master the key principles of SEO and methods of improving website visibility in search engines.
- Learn how to structure and optimise content to improve website performance.

#### **3. Learning outcomes.**

##### Knowledge:

- Fundamentals of UI/UX Design: Principles of User Interface (UI) and User Experience (UX), the impact of design on the usability and attractiveness of websites.
- No-code/Low-code Technologies: Tools for creating websites without programming, such as Wix and WordPress, and their functionalities.
- Basics of SEO: How search engines work, key principles of search engine optimization, including keyword selection, content optimization, and technical aspects of SEO.

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- Structuring and Promoting Websites: How to properly organize content, set up website elements, and optimize them for search engines.

**Skills:**

- Design intuitive and aesthetically pleasing interfaces using UI/UX design principles.
- Create functional websites using no-code/low-code platforms (e.g., Wix, WordPress), including theme customization, content addition, and plugin integration.
- Optimise websites for search engines (SEO) to increase their visibility and attractiveness to search engines and users.
- Conduct basic website analytics using tools such as Google Analytics and make adjustments based on the results.

**General competences:** skills in using IT tools to create and promote websites.

**Prerequisites.** The prerequisites for the course are basic computer skills and the ability to think critically, analyse and synthesise information, which will facilitate the understanding of the methods and tools used in the development and promotion of websites.

#### **4. Scope of the course.**

Type of classes	Total number of hours
Lectures	40
Practical classes	40
Independent work	38
Type of control (exam and presentation of the projects)	2

*Form of classes: lectures, practical classes – using the distance learning system Moodle (all materials (videos, literature, presentations, tests for self-checking and module control), as well as methodological recommendations are posted in the relevant sections of the course.*

#### **5. Course topics.**

The course covers the key aspects of website development and promotion, including the basics of UI/UX design, No-code/Low-code tools for website development, and SEO optimisation principles. Participants will learn methods of designing user-friendly interfaces, creating websites without programming, and effective optimisation to increase website visibility in search engines.

#### **Module 1. Basics UI/UX design**

##### *Topic 1. UI/UX design basics*

UI/UX design basics: what is UI and UX, the importance of design for user experience. Principles of good design: colour scheme, typography, use of space.

Practice: Analysing existing websites from the UX point of view, creating simple mockups.

### *Topic 2. Logo design and branding*

Basics of logo creation: concepts, colours, fonts, symbols. The importance of branding: how a logo influences brand perception.

Practice: Developing a logo for your website or project, adapting it for different media.

### *Topic 3: Customer interaction and conversions*

Effective calls to action: placement, text, button design. Structuring pages: placement of shopping carts, purchase buttons, contact forms.

Practice: Setting up and testing interaction elements on your website.

### *Topic 4. Prototyping and interface design*

Prototyping: tools and methods, creation of a website wireframe. Interface design: preparing layouts for different pages.

Practice: Creating prototypes for key pages of the site.

### *Topic 5. Practical project development*

Practice: Start to finish development of a website based on previous layouts and designs. Includes logo creation, page structuring, placement of interaction elements, testing, and final presentation.

### *Topic 6. Questions and answers, final review*

Reviewing the material, answering questions. Discussion and analysis of completed projects.

## **Module 2. No-code/Low-code instruments for website development**

### *Topic 1: Introduction to website development*

Basics of web technologies: what is a website, domain, hosting. Types of websites: blog, online store, business website, etc. Overview of development tools: WordPress, Wix, other website builders. Setting goals for website development.

### *Topic 2. Introduction to WordPress*

What is WordPress, installation and configuration. Choosing a theme, overview of WordPress themes.

Practice: Installing WordPress, setting up a theme, basic site settings.

### *Topic 3. Creating content on WordPress*

Adding and managing pages and posts. Using plugins: contact forms, SEO plugins, caching, etc.

Practice: Creating pages, setting up plugins, adding content (texts, images, videos).

### *Topic 4. Introduction to Wix*

What is Wix, signing up, and the first steps. An overview of Wix templates and features.

Practice: Creating an account, choosing a template, basic website settings.

### *Topic 5. Creating content on Wix*

Editing pages, adding elements. Using Wix apps and tools.

Practice: Editing a template, adding content and integrations.

### *Topic 6. E-commerce.*

Creating an online store on WordPress (WooCommerce). Creating an online store on Wix.

Practice: Setting up products, payment systems, delivery on both platforms.

### *Topic 7. Completion and final project*

Preparation for the launch of the website: testing, security, backup. Final review and tips for further development of the site.

Practice: Creating a full-fledged website from start to finish (individual project).

### *Topic 8: Questions and answers, final review*

Reviewing the material, answering questions. Discussion and analysis of completed projects.

## **Module 3. SEO (Search Engine Optimization)**

### *Topic 1: Introduction to SEO*

SEO basics: what is search engine optimisation and its importance.

How search engines work: algorithms, crawling and indexing. Overview of the main ranking factors.

### *Topic 2. Keyword research and selection*

The concept of keywords and their role in SEO.

Tools for keyword research (Google Keyword Planner, Ahrefs, SEMrush). Strategies of using keywords: main, long-tail, LSI keywords.

### *Topic 3: On-Page SEO (content optimisation)*

Rules for optimising titles, descriptions, and subheadings.

Working with meta tags (title, meta description) and URL structure. Image optimisation, internal and external links.

### *Topic 4. Technical SEO*

The concept of technical SEO: loading speed, mobile optimisation, structure

Creating and optimising sitemap.xml and robots.txt files. Use of SSL certificates and security.

### *Topic 5. External SEO and linkbuilding*

Principles of linkbuilding and its impact rankings. Types of links: natural, organic, backlinks

Methods of obtaining quality links (guest posts, reciprocal links).

### *Topic 6. Local SEO*

The importance of local SEO for businesses.

Creating and optimising Google My Business.

Strategy for collecting and managing local reviews.

### *Topic 7. SEO analytics and monitoring*

Using Google Analytics, Google Search Console for SEO monitoring.

Metrics for evaluating SEO effectiveness (CTR, bounce rate, average time on site). How to analyse the results and adjust the SEO strategy.

### *Topic 8: Practical assignment and summary*

Practical work on on-page optimisation and analytics.

Final discussion: error analysis, best practices. Questions and answers, final overview of key aspects of SEO.

## **6. Assessment system and requirements**

<b>General assessment system of the course</b>	Testing after each module to check theoretical knowledge (UI/UX design, No-code/Low-code web development, SEO). Evaluation of practical tasks during the course, including interface design, website development, and SEO optimisation.
<b>Requirement for individual task</b>	Final presentation of the created website as a practical project covering all the key stages of the course.

## 7. Recommended literature.

1. Steve Krug, *"Don't Make Me Think: A Common Sense Approach to Web Usability"*.
2. Jesse James Garrett, *"The Elements of User Experience"*.
3. Patrick McNeil, *"The Web Designer's Idea Book"*.
4. WordPress, Wix and other materials from official websites of these platforms.



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## **SYLLABUS**

### **FUNDAMENTALS OF BUSINESS PROJECT DESIGN**

Developers:

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#### **1. Course abstract.**

MSMEs are a key segment of a market economy. They ensure the country's economic stability, fill budgets, create jobs, saturate the market with goods and services, and create a competitive environment. Small and medium-sized businesses play a key role in Ukraine's economy, accounting for about 64% of value added, 81.5% of employed workers in business entities and 37% of tax revenues.

The course “Fundamentals of business design” aimed at providing program participants with educational content on the genesis, operation and development of their own micro, small and medium-sized businesses. As part of the course, the program participants will receive a guide to the mechanism of starting and scaling their own business; develop a social mission; gain knowledge of business theory and business planning; get acquainted with classical business models; develop their own business model outline; carry out a cost assessment of their own business and work out channels for promoting products, including on global marketplaces. During the course, the program

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participants will develop and test their own business plan using a business plan template. Upon completion of the course, the program participants will be able to analyse the market, segment consumers, create a consumer profile, form assortment and product policies for their business; use marketing tools to promote their product; determine the resource requirements for starting their own business; classify and evaluate the costs and revenues of their business structure; determine the break-even point, sales revenue, margin and gross profit, operating and net profit.

## **2. Course aim and objectives.**

The aim of the course is to develop in future specialists a modern managerial mindset and a system of specialised knowledge of the business environment; understanding of the conceptual foundations of creating and developing their own business and business planning.

Course objectives:

- theoretical training of program participants on the essence of the basic concepts of the business environment;
- familiarisation with the legal framework of entrepreneurship, types of enterprises and associations of enterprises, organisational and legal forms of business, technology of starting a business;
- to reveal the problems of business planning and promote the formation of an entrepreneurial mindset necessary for business development.

## **3. Learning outcomes.**

### Knowledge:

- principles and conditions for starting and scaling your own business
- theoretical foundations of business and business planning
- basics of market and marketing research
- classical business models and business model framework
- understanding of social entrepreneurship and its role in community reconstruction and development through the implementation of a social mission
- marketing tools for promoting an entrepreneurial idea in the business environment
- resource needs of business and sources of their formation
- stages of companies' entry into global marketplaces
- features of developing a professional growth plan

### Skills:

- predict the results of their activities
- demonstrate skills of entrepreneurial and managerial initiative
- systematise the experience of social entrepreneurship in Ukraine and abroad
- analyse social issues of the community and target groups of social impact to develop and

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implement the mission of a social enterprise

- develop strategies for promoting products on global marketplaces.
- creating an effective CV and covering letter, as well as a video CV and portfolio.

General competences: the ability to develop and test a business plan for their own entrepreneurial idea using a business plan template

**4. Prerequisites.** The prerequisites for the course “Fundamentals of business design” are the following previously acquired learning outcomes: basic computer skills, ability to think abstractly, analyse and synthesise; knowledge of the specifics of market research organisation.

### 5. Scope of the course.

Type of classes	Total number of hours
Lectures	30
Practical classes	70
Independent work	85
Type of control: defence of business plans	5

*Type of classes: lectures, practical classes – using the distance learning system Moodle (all materials (videos, literature, presentations, tests for self-checking and module control), as well as methodological recommendations are posted in the relevant sections of the course), as well as online communication with participants.*

### 6. Course topics.

#### Module 1. Assessing the value of MSMEs

*Topic 1. Business basics, business model development*

*Topic 2. Mechanism for creating micro, small and medium-sized businesses*

*Topic 3. Business theory and business planning*

*Topic 4. Industry, market and product analysis*

*Topic 5. Business resources and sources of their formation*

*Topic 6. Business environment*

#### Module 2. Business project management

*Topic 7. Expenses of MSMEs*

*Topic 8: Pricing and promotion of goods*

*Topic 9: Income of MSMEs. Formation of profit and KPIs.*

*Topic 10. Taxation of MSMEs*

*Topic 11. Cash flow management and investment attractiveness of the business.*

*Topic 12: Organisational plan for business project implementation. Risk management*

### Module 3. Social Entrepreneurship

*Topic 1: Methodological foundations of social entrepreneurship.*

*Topic 2. Social and psychological foundations of entrepreneurship.*

*Topic 3. Key stages of creating a social enterprise model.*

*Topic 4. The role of interaction in social entrepreneurship.*

*Topic 5. Financial aspects of social enterprise.*

*Topic 6. Marketing of a social enterprise.*

*Topic 7. Features of performance evaluation and further development of social entrepreneurship.*

### Module 4. Promotion on global marketplaces

*Topic 1: Fundamentals and principles of working on global marketplaces.*

*Topic 2. Research and selection of a niche for entering global marketplaces.*

*Topic 3 Stages of companies entering global marketplaces.*

*Topic 4 Strategies for promoting products on global marketplaces.*

Module 5. A series of workshops on starting your own business in cooperation with the NGO “Chernihiv European”

Module 6: A series of workshops on job search and employment in cooperation with the NGO “Chernihiv European”

### 7. Assessment system and requirements

<b>General assessment system of the course</b>	Evaluation of participants' learning outcomes is carried out in the form of current control (work in online and offline classes, independent work in the Moodle system, work on a business plan) and final control (defence of a business plan)
<b>Requirements for the individual task</b>	Final presentation of a business plan that reflects all the skills acquired during the course.

### 8. Recommended literature.

1. Данилович-Кропивницька М. Л., Канцір І. А. Бізнес-економіка: навч. посіб. Львів: Видавництво Львівської політехніки. 2021. 312 с.

2. Економіка і бізнес: підручник / за ред. д.е.н., проф. Л. Г. Мельника, д.е.н., проф. О.І.Карінцевої. Суми: Університетська книга, 2021. 316 с. URL: [https://fmab.khadi.kharkov.ua/fileadmin/F-FUB/Економіка\\_i\\_підприємництва/ek\\_predpriyatij/posobiya\\_pdf/Ekonomika\\_i\\_biznes\\_2021.pdf](https://fmab.khadi.kharkov.ua/fileadmin/F-FUB/Економіка_i_підприємництва/ek_predpriyatij/posobiya_pdf/Ekonomika_i_biznes_2021.pdf)

3. Карпюк Г.І. Основи підприємництва: навчальний посібник. 2021. 106 с. URL: <https://mon.gov.ua/storage/app/media/pto/2021/04/19/Osnovy%20pidpryyemnytstva.pdf>

4. Підприємництво та основи бізнесу. Практикум: Навчальний посібник / [Біляк Т.О., Бірюченко С.Ю., Бужимська К.О., та ін.]; під заг. ред. Т.П. Остапчук. Житомир: Житомирська політехніка, 2023. 280 с URL: [https://learn.ztu.edu.ua/pluginfile.php/271565/mod\\_resource/content/1/Підприємництво%20та%20Основи%20бізнесу.%20Практикум.pdf](https://learn.ztu.edu.ua/pluginfile.php/271565/mod_resource/content/1/Підприємництво%20та%20Основи%20бізнесу.%20Практикум.pdf)

5. Дращиця С.А. Електронна комерція: навчальний посібник. Новий світ2000. 2021. 184 с.

6. Електронні сервіси в господарській діяльності: навчальний посібник / В. М. Адам, М.

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С. Долинська та ін.; за заг. ред. М. С. Долинської. 2-ге вид., перероб. Львів: ЛьвДУВС, 2020. 282 с.

7. Краус К.М., Краус Н.М., Манжура О.В. Електронна комерція та Інтернет-торгівля: навчально-методичний посібник. Київ: Аграр Медіа Груп, 2021. 454 с. URL: [https://elibrary.kubg.edu.ua/id/eprint/37044/1/Kraus\\_Elektronna\\_komertsii\\_2021.pdf](https://elibrary.kubg.edu.ua/id/eprint/37044/1/Kraus_Elektronna_komertsii_2021.pdf)

8. Закон України "Про електронну комерцію" №675-VIII від 3 вересня 2015 р. (зі змінами) URL : <http://zakon5.rada.gov.ua/laws/show/675-19>

9. Сак Т.В. Електронна комерція та глобальне підприємництво [Електронне видання]: курс лекцій. Луцьк: ВНУ імені Лесі Українки, 2023. 113 с. URL: [https://evnuir.vnu.edu.ua/bitstream/123456789/22433/1/ek\\_kl%202023.pdf](https://evnuir.vnu.edu.ua/bitstream/123456789/22433/1/ek_kl%202023.pdf)

10. Теоретичні та практичні аспекти розвитку Інтернет-економіки: міждисциплінарний навчальний посібник. За науковою ред. к.е.н., доц. Татомир І.Л., к.е.н., доц. Квасний Л.Г. Трускавець: ПОСВІТ, 2021, 386 с.

11. Шаповалова Т.В. Самореалізація в професійній діяльності: навч. посіб. Київ: Друкарський двір Олега Федорова, 2018. 160 с.;

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Ministry of Education and Science of Ukraine  
**Chernihiv Polytechnic National University**

## **SYLLABUS** ***BUSINESS ENGLISH***

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### **1. Course abstract.**

The aim of the course is to form learners' competences in English enabling them to communicate effectively in business environment. The main objectives of the course are the following: to form and improve English language skills in listening, speaking, reading and writing; to develop learners capacity for autonomous learning and encourage their motivation for improving English.

By the end of the course learners will have knowledge of vocabulary and grammar necessary to fulfil the communicative tasks stipulated in the course curriculum, cultural peculiarities and norms of verbal and non-verbal behaviour in business environment; will be able to communicate in typical work-related situations, to understand authentic texts related to the topics of the curriculum, respond appropriately in spoken interaction to speaker's point of view, participate appropriately in workplace, write CV, application letter, different emails for a variety of purposes related to business area.

*Content:* meeting new people, socializing, working daily routines, company, problems and solutions, products, selling, travelling for work, working across cultures, jobs, applying for a job.

### **2. Course aim and objectives.**

The purpose of teaching the discipline "English in Business" is to form English-language communicative competencies in students at a level sufficient for effective English-language communication in a business environment.

The objectives of the course are to form students' communicative speech competencies (linguistic, sociolinguistic and pragmatic) to ensure their communication in a business environment, to form the ability to learn English independently, which will stimulate students to continue learning English after the end of the course.

#### *Knowledge:*

- language and speaking material within the thematic context of the course

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- socio-cultural features, rules of verbal and non-verbal behavior in typical situations of business communication

#### Skills:

- comprehend by ear and understand the main content of authentic messages within the course;
- receive the necessary information from English-language sources;
- carry out oral and written communication in English in typical situations of business communication within the course.

Learning outcome: mastering basic English material and socio-cultural features of business communication.

**3. Prerequisites.** The prerequisites for studying the discipline "English in Business" are a basic level of knowledge of English at least A2

#### **4. Scope of the course.**

Type of classes	Total number of hours
Practical classes	30 год
Independent work	28 год
Exam (test and oral communication)	2 год
<b>Total</b>	60 hours (2 ECTS credits)

*Type of classes: practical classes – using the distance learning system Moodle (all materials: videos, literature, tests for self-examination of current and final control are posted in the relevant sections of the course)..*

#### **5. Course topics.**

##### **Topic 1. Meeting new people. Socializing.**

*Vocabulary:* words related to personal details, countries and nationalities

*Reading:* Introduction Etiquette. Small Talk. Buildings, Departments, Facilities.

*Listening:* conversation between a manager and his colleague

*Video:* a video of people socializing in a work environment

*Grammar focus:* to be, pronouns, numbers

*Speaking:* Talking about yourself. Meeting human resources and other team members.

*Writing:* Completing employee profile. Writing email.

**Outcomes:** learners will be able to introduce themselves and others, ask questions about other people, understand information when people introduce themselves; to describe company and workplace, complete employee's profile; to write e-mail.

##### **Topic 2. Doing Business.**

*Vocabulary:* words related to jobs and tasks activities, orders and deliveries

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*Reading:* Ordering emails, business memo, blog entry “How to Stay Organized”

*Listening:* conversation about scheduling meetings

*Video:* of people doing their jobs

*Grammar focus:* there is/are, adverbs of frequency, countable and uncountable nouns, how much/many, some, any, Present Simple

*Speaking:* Placing and taking order by phone, making business appointments and agreements

*Writing:* Writing enquiry email and reply.

**Outcomes:** learners will be able to understand information and speak about working daily routines, make appointments on the phone ask and answer simple work-related questions on phone calls, conduct simple business transaction using basic language, understand and write simple emails on work related topics, write enquiry email and reply.

### **Topic 3. Company. Problems and Solutions**

*Vocabulary:* words related to changes, company’s performance, instructions, problems and solutions

*Reading:* An email of complaining and reply, Product Problems, Company Culture

*Listening:* conversations on the phone,

*Video:* History of two companies, a video of people talking about problems at work, Returning Faulty Products

*Grammar focus:* Past Simple

*Speaking:* Making phone calls, Responding to a complaint

*Case study:* Blue Horizon: Complain about holiday problems

*Writing:* Writing email replying to a complaint

**Outcomes:** learners will be able to understand simple emails on work related topics; use appropriate language to talk about problems at work, past events or experiences; to make up a dialogue on returning a product, to write a reply to an email of complaint.

### **Topic 4. Products. Selling.**

*Vocabulary:* words related to describe products, placing an order

*Reading:* Product Details, Selling Products

*Listening:* conversation between a telephone sales representative

*Video:* Product Details, a video of a client and manufacture discussing an order

*Grammar focus:* Comparison of adjectives, Passive

*Speaking:* conversation between a customer and sales representatives

*Writing:* a description of a product for a company website/ a press release for a product launch

**Outcomes:** learners will be able to understand descriptions of products, factual information in a work-related video, to make up a dialogue on returning a product; to talk about orders and deliveries, using fixed expression; to write a description of a product for a company website/ a press release for a product launch.

### **Topic 5. Travelling for Work.**

*Vocabulary:* words related to travel arrangements

*Reading:* Making Travel Arrangements. Travell Essentials.

*Listening:* Conversation between a travel agent and a businessman,

*Grammar focus:* tenses expressing future

*Speaking:* dialogues about taking international trips *Case study:* Pacific Hotel: Book guest into hotel

*Writing:* an email to a client

**Outcomes:** learners will be able to understand texts and conversations related to travel arrangements to make up a dialogue about trips; to write the email to a client about reservations.

### Topic 6. Working across Cultures.

*Vocabulary:* words related to doing business, cross-cultural communications

*Reading:* Business in Different Cultures, Wal-Mart Finds its Formula doesn't Fit Every Culture.

*Listening:* a talk by a cross-cultural communication expert about cultural mistakes, a conversation between two colleagues about a business trip

*Grammar focus:* Modal verbs

*Speaking:* cross-cultural differences, a conversation between two businessmen about a business trip

*Writing:* a guide for business people visiting a country

**Outcomes:** learners will be able to understand information about cultural differences, cultural mistakes, to make up a dialogue about a business trip abroad; to use modal verbs appropriately, to give practical advice to foreign retailer, to role play situation using given functional phrases, to write a guide for business people visiting a country.

### Topic 7. Jobs. Applying for a Job.

*Vocabulary:* words related to skills and personal qualities, job requirements

*Reading:* A professional profile

*Listening:* Choosing job candidates

*Video:* Skills and experience, The job interview

*Grammar focus:* Present Perfect versus Past Simple

*Speaking:* Job interviews

*Writing:* application letter, CV

**Outcomes:** learners will be able to understand and use language related to abilities, knowledge and skills, job application, requirements, to use Present Perfect to refer to personal experience, differentiate the usage of Present Perfect and Past Simple talking about past events, to make up questions for job interview, to answer the questions in job interview, to write application letter, CV.

## 6. Assessment system and requirements

<p><b>General assessment system of the course</b></p>	<p>During practical classes, current control is carried out, which takes the form of an oral / written survey and is aimed at determining the level of formation of skills and abilities to communicate in a foreign language, as well as the quality of performance by the trainee of certain types of work. Tasks for current control are compiled according to the training material of each topic.</p> <p>At the end of the course, the final control is carried out in the form of test tasks on the Moodle platform and oral speech (conversation with the teacher in the classroom or online).</p>
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The test tasks consist of the following sections:  
*Reading* (control of reading comprehension)  
*Use of English* (control of the formation of lexical and grammatical skills)  
*Listening* (control of English comprehension by ear)

## **7. Recommended literature.**

1. Career Parth: Business English. Book 1, 2, 3. (2023). Virginia Evans, Jenny Dooley, Matthew Williams, Express Publishing. ISBN 978-1-4715- 6246-4
2. Business Partner. (2020). Pearson Education Limited. ISBN 978-1- 292- 24861-5
3. Market Leader. (2017). David Cotton, David Falvey, Simon Kent. Pearson Education Limited. ISBN 978-1- 292- 4082-3707-6
4. Bussiness Grammar and Practice. Michael Duckworth. Oxford University Press. ISBN 978-0- 19- 457079-4



Ministry of Education and Science of Ukraine  
**Chernihiv Polytechnic National University**

## **SYLLABUS BUSINESS PSYCHOLOGY**

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### **1. Course abstract.**

The proposed course involves mastering the theoretical and applied provisions of psychological science in the field of entrepreneurship. The student will acquire psychological knowledge and skills regarding personal development in business, features of interpersonal interaction, building a business career and solving problem situations in entrepreneurship. The training format of the classes will allow you to work out the specified knowledge and skills individually and in a group. Joint discussion and debate will promote individual reflection and personal development. Tasks in small groups and the general public will contribute to the development of leadership, teamwork and business communication skills. Thanks to the use of interactive learning methods, the skills of working with conflicts, stress factors are mastered and the resilience of the individual is formed.

### **2. Course aim and objectives.**

The aim of the discipline is the formation and development of the psychological readiness of the individual for entrepreneurial activity through the expansion of ideas and practical skills of personal development, interpersonal interaction and solving applied problems in entrepreneurship.

The goals of the course include:

1. Elaboration of personal development in business (motivation, values, time management, personal qualities of the entrepreneur: balanced economic risks, creativity and innovation, independence, responsibility).
2. Formation of interpersonal skills in business (teamwork, interaction with partners and business communication, leadership and business career, public speaking and negotiations).
3. Development of skills in solving applied problems of business psychology (conflicts, resilience development: pandemic, war, relocation, reintegration of veterans and IDPs, work

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with consumers and advertising).

### 3. Learning outcomes.

#### Knowledge:

- knowledge of psychological theories and concepts of personal development, entrepreneurship and interpersonal interaction
- understanding of resilience in business and constructive practices for supporting yourself and your team
- knowledge of building a career in business

#### Skills:

- goal-setting, personal development and strategic business planning skills.
- team-building and business communication skills with partners.
- skills of interaction with consumers, research of their needs and interests.
- skills in dealing with conflicts in the team and partners.
- development of skills of resilience to the challenges of our time.

General competences: develop an understanding of the psychological aspects of entrepreneurship, interaction in the business environment and effective management.

**4. Prerequisites.** The prerequisites for studying the discipline “Business psychology” are such previously acquired learning outcomes as: basic skills of working with personal motivation and development, skills of interaction with others, ability to reflect, analyze and introspect, ability to work individually, together and in a group.

### 5. Scope of the course.

Type of classes	Total number of hours
Lectures	10
Practical classes	90
Type of control	28

*Type of classes: practical classes in the form of training – using the distance learning system Moodle (all materials (videos, literature, presentations, tests), as well as methodological recommendations are posted in the relevant sections of the course.*

### 6. Course topics.

Module 1. Psychological foundations of entrepreneurship and leadership

*Topic 1. Introduction to Business psychology.*

*Topic 2. Motivation and behavior of the entrepreneur.*



- Topic 3. Development of personal qualities of an entrepreneur.*  
*Topic 4. Leadership, business values, and teamwork in business.*  
*Topic 5. Business communication and negotiations with partners.*  
*Topic 6. Business career development.*  
*Topic 7. Psychology of Conflicts: Business Aspects.*  
*Topic 8. Psychology of Stress and Stress Management in Business.*  
*Topic 9. Development of emotional intelligence.*  
*Topic 10. Techniques of psychological self- and mutual support.*

Module 2. A series of trainings on social and psychological adaptation

*Training Course "Goal setting and time management"*

*Training Course "Personal resilience in crisis conditions"*

*Training Course "Mediation as a means of resolving business conflicts"*

## 7. Assessment system and requirements

<p><b>General assessment system of the course</b></p>	<p>Assessment of participants' learning outcomes is carried out in the form of current control (work in the classroom, independent work in the Moodle system, work on case situations) and final control (test and essay).</p>
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## 8. Recommended literature.

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2. Карамушка, Л.М., & Гнускіна, Г.В. (2018). Психологія професійного вигорання підприємців : монографія. Київ : Логос.
3. Креденцер, О.В. (2020). *Психологічні основи підприємницької активності персоналу освітніх організацій* : дис.д-ра психол. наук : 19.00.10. Київ, Ін-т психол. ім. Г.С. Костюка НАПН України.
4. Молчанова, А.О., Воляник, І.В., & Кондратьєва, В.П. (2015). Організаційна поведінка: навч. посібн. Івано-Франківськ : «Лілея-НВ».
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6. Нагорна, Н.С. (2022). Особливості психологічного портрета особистості соціального підприємця. *Вісник Львівського університету. Серія психологічні науки*, 14, 40–47.
7. Павленко, І.А., & Петренко, Л.А. (2014). Інноваційне підприємництво як наукова категорія. *Інвестиції: практика та досвід*, 16, 12-15.
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9. Романова, Ю., & Лісецька, В. (2020). Індивідуально-психологічні особливості осіб, які займаються соціальним підприємництвом. *Вісник Київського національного університету ім. Т. Шевченка*, 2 (12), 82-86.
10. Худякова, Н.Ю. (2008). *Психологічні особливості мотивації підприємницької діяльності* : дис.канд. психол. наук : 19.00.10. Київ, Ін-т психол. ім. Г.С. Костюка НАПН України.

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