

ENGLISH FOR COMMUNICATION IN BUSINESS

Course code	<i>HUM 130</i>
Course title	<i>English for Communication in Business</i>
Type of course	<i>Compulsory</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Year of study	<i>1st</i>
Semester	<i>Autumn</i>
ECTS	<i>6; 48 hours of practice, 100 hours of self-study, 2 hours of consultations</i>
Coordinating lecturer	<i>Senior Lecturer Violeta Aušvicaite</i>
Studies form	<i>Daytime</i>
Prerequisites	-
Language of instruction	<i>English</i>

Course description

Speaking a language that is understood by decision makers is critical for success in business and business studies. The primary goal of the Business English course is to provide instruction and practice in oral and written English using business-related topics as its content base. The course also aims at developing students speaking, listening, reading and writing skills for academic purposes. The course is designed to develop students' self-study skills and learner independence.

Course aim:

- to develop vocabulary building skills
- to consolidate reading of authentic material skills for general understanding and for detail
- to practise presentation skills
- to develop information analysis skills for further problem solving.

The course aims are implemented to reach the following learning outcomes.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Generalize, distinguish, discuss, illustrate, review and summarize information and texts on business communication;	Lecture, self-study, case study, presentations, mind mapping, video and audio output, written assignments	Tests, exam, homework, individual and group presentations, mind mapping
CLO2. Identify and match vocabulary meaning from context, employ vocabulary building skills and demonstrate the acquired vocabulary;	Lecture, self-study, case study, presentations, mind mapping, video and audio output, written assignments	Tests, exam, homework, individual and group presentations, mind mapping
CLO3. Apply business communication skills in key performance areas such as exchanging information, discussing and presenting business issues and reviewing peers;	Lecture, self-study, case study, presentations, mind mapping, video and audio output	Homework, individual and group presentations, mind mapping
CLO4. Analyze, compare, connect and map words, phrases, concepts and ideas;	Lecture, group homework, simulated meetings and negotiations, case study, self-study	Homework, individual and group presentations, mind mapping
CLO5. Appraise, interpret, compare and summarize peer work.	Lecture, case study, group and individual homework, written assignments (business letters, reports, summaries), self-study	Mind mapping, presentations

Quality management

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment through mini tests, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating prevention

Individual tasks assigned for homework, which should be prepared in a written form (as a report) and presented in a class with the MS PowerPoint technology. During the exam, some assistance is expected from the teaching staff (e.g. PhD students).

Required Readings

1. Powell, M. (2010). *Dynamic Presentations*. CUP
2. Chambers, I. (2010). *GCSE Business Studies*. Longman
3. Mascull, B. (2013). *Business Vocabulary in Use*. CUP
4. Emmerson, P. (2011). *Business English Handbook*. Macmillan.
5. MacKenzie, I. (2006). *Professional English in Use. Finance*. CUP
6. Farrall, C. (2008). *Professional English in Use. Marketing*. CUP
7. Lisboa, M. (2012). *Business Advantage. Advanced*. CUP

Course syllabus:

WEEK	TOPIC	CLASS HOURS		READINGS
		Lecture	Practice	
WEEK 1	<p>Introductory lesson Discussing course goals, objectives and requirements; principles of assessment. Getting acquainted; introducing; sharing information and concluding.</p> <p>Presentation skill development (1). Opening and closing. Rapport building.</p> <p>Presentation skill development (2). Body language. Impact techniques. Introducing visuals.</p>		4	<p>[1/1 A, B] [1/7 A, B]</p> <p>[1/ 6 A,B; 8 A,B,D]</p> <p>Supplementary material</p>
WEEK 2	<p>Presentation skill development (3). Saying numbers; emphasizing important points; making contrasts and describing results; explaining trends, graphs and figures. Concept of mind mapping.</p> <p>Business stakeholders The stakeholders of business. Their roles and responsibilities.</p>		4	<p>[1/4A, B; 5A,B]</p> <p>[2/1,2; 2 /4]</p> <p>Supplementary reading and vocabulary</p>
WEEK 3	<p>Business ownership Private and public sectors. Types of business ownership. Concept of mind mapping.</p> <p><i>Concept of mind mapping checked.</i></p>		4	<p>[4/1]</p> <p>Supplementary reading and vocabulary</p>
WEEK 4	<p>Entrepreneurship (1). What is an entrepreneur? What is entrepreneurship? Benefits and drawbacks of entrepreneurship. Business success and failures. Types of entrepreneurship. Characteristics and myths of successful entrepreneurs.</p> <p>Entrepreneurship (2). Business plan. From opportunity to action.</p>		4	<p>[5, 6, 7]</p> <p>Supplementary reading and vocabulary [7/4]</p>

WEEK 5	<i>Group presentations of famous entrepreneurs.</i>		4	Supplementary reading and vocabulary
WEEK 6	Corporate Social Responsibility (CSR) (1) CSR history, social reporting, corporate governance. Business ethics, ethical issues, wrong doing and corruption. Check-up list. Corporate Social Responsibility (CSR) (2) Green issues, climate changes, sustainable development. <i>Group presentations of the companies' CSR.</i>		4	[3/41, 42, 43] Supplementary reading and vocabulary
WEEK 7	<i>MIDTERM TEST , WEEKS 1-6.</i> Introduction to debates. Debate structure. Examples of debates. Learning to debate - short debate		4	[3/2,3] [4/1] Supplementary reading and vocabulary
WEEK 8	<i>Group presentations of the companies' CSR.</i>		4	
WEEK 9	Marketing Introduction to marketing. Marketing concept. Market research. Product life cycle. Marketing mix – product, price, promotion and place.		4	Supplementary reading and vocabulary [6/1,8,10,13,14,16] [6/19,25], [6/26,27],[6/32,35,41]
WEEK 10	<i>Debates on marketing management.</i>		4	
WEEK 11	Finances (1) Accounting and financial statements. Taxation. Finances (2) Banking. Stocks and shares. Bonds.		4	Supplementary reading [5/11,12,14] [5/19,20,22,23] 5/29,30,33] Supplementary reading and vocabulary
WEEK 12	<i>Debates on financial management.</i>		4	
	<i>EXAM, WEEKS 7 - 12</i>			
	Total:		48	

Self-study and assessment

Assignment	Number of self-study hours	Percentage of the total grade (%)
Mind mapping	10	10
Midterm test	20	20
Group presentation (2 x 10)	20	20
Debates (2x15)	30	30
Exam	20	20
Total	100	100

Course Assignments

1. **Mind-mapping.** The mind-mapping makes 10% of the final grade. The set-up groups prepare mind-maps on the topic of presentation skill development.
2. **Tests.** Mid- term test weighs 20% of the final grade. It consists of topics covered during weeks1-6. The test covers language skills (reading, general comprehension and writing) and contains vocabulary and language use items.

Evaluation criteria

Total – 100 points. Each mistake is minus 1 point.

3. **Presentations and debates.** Oral group assignments weigh 60% of the final grade and consist of getting ready for the case presentations and debates.
 - **Debate** is a group assignment which includes collecting information, reading and analyzing texts, memorizing specific vocabulary, getting ready for debates and participating in them, discussing and evaluating peer work. **Debate evaluation criteria** incorporate time, fluency, organization, clash, evidence, manner of presentation, language, and questioning and answering.
 - **Presentation** represents the best practices implemented by a world-known entrepreneur or/and company. It is a group assignment which includes analyzing the material, collecting additional information about the entrepreneur and/or company, presenting the topic, discussing and dealing with the questions on the topic. **Presentation evaluation criteria** are as follows:
 - content: relevant material – sources, problem identified, knowledge of the subject, evidence based on the topic;
 - structure: introduction and closing, smooth development of speech, visuals;
 - delivery: fluency, rapport, impact techniques, time management.
4. **Exam** is given at the end of the semester. It weighs 20% of the semester grade. The examination consists of a written test, includes reading, analyzing, writing, vocabulary and language use sections and covers the topics studied in weeks 7 -12. **Evaluation criteria** are as follows:

Total – 100 points. Each mistake is minus 1 point.

5. **Re-take examination** is taken by the students who do not get a “pass” grade at the end of the course. It is a test on the topics of the whole course and “weighs” 50% of the grade. The retake encompasses the examination (20%) and the mid-term test (20%). It includes reading, writing, general comprehension and vocabulary tasks. **Re-take evaluation criteria** are as follows:

Total – 100 points. Each mistake is minus 1 point.

Supplementary readings

1. Grussendorf, M. (2011). *English for Presentations*. First edition. Oxford University Press.
2. Emmerson, P. (2009). *Vocabulary Builder*. Macmillan.
3. Mckeown, A. (2011). *Professional English in Use. Management*. CUP.
4. Emmerson, P. (2009). *Business Vocabulary Builder*. Macmillan.
5. Aulet, Bill. *Disciplined Entrepreneurship*. John Wiley and Sons Inc., 2013.
6. Rae, D. *Entrepreneurship: From Opportunity to Action*, Palgrave Macmillan, 2010. Chapters 1, 2.
7. Barringer, Bruce R. *Entrepreneurship: successfully launching new ventures*. – Person Prentice Hall, 2008. Chapters 1, 4, 8, 11