



BUSINESS ENGLISH

General data

Course code:	B19GMK02E
ECTS credits:	0
Type of the course:	Core course
Semester:	Fall, Semester 1
Course restrictions:	On submitting an accredited C1 level language certificate students can be exempt from taking this course.
Course leader (with availabilities):	Marianne Szamosmenti
Further lecturer(s) (with availabilities):	-

1. Description and aims

This module aims to introduce students to basics of English for business studies. The course offers the introductory vocabulary to management, production, finance and economics. It aims to develop ESP reading, written and oral business skills. The short-term goal is to serve as a preparatory course to courses of academic writing and presentation skills. The long-term objective is students' preparation for business activities after graduation.

2. Intended Learning Outcomes (ILOs)

The successful completion of this course, enables students to:

1. Discuss business topics, e.g.: international brands, business relationships, motivation and stress, job satisfaction, crisis, pros and cons of takeovers and mergers (PILO 7).
2. Compare similarities and differences, e.g.: between two business enterprises (PILO 5).
3. Use the language skills of conflict resolution, negotiating, conflict resolution, negotiating, active listening, asking and answering difficult questions, putting people at ease, dealing with communication breakdown, reaching agreement (PILO 2).
4. Write e-mails, business letters, sales letters, press releases, reports (PILO 6).
5. Use elements of writing: arguments and discussion, cause and effect, comparison, definitions, examples and visual information (PILO 6).
6. Use the acquired skills and knowledge to have a good grasp of the contents of courses of study (PILOS 1-8).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)



Management

3. Content, schedule

Elements of writing

Market Leader

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|---|--------------------------|
| 1. Arguments and Discussion, Cause and Effect | Communication |
| 2. Cohesion | International Marketing |
| 3. Comparisons | Building Relationships |
| 4. Definite Articles | Success |
| 5. Definitions, Examples | Job Satisfaction |
| 6. Generalisations | Risk |
| 7. Passives | Management Styles |
| 8. Problems and solutions | Team Building |
| 9. Punctuation | Raising Finance |
| 10. Singular or Plural | Customer Service |
| 11. Style | Crisis Management |
| 12. Visual Information | Mergers and Acquisitions |

4. Learning and teaching strategy, methodology

The module is to support language skills development with ESL, ESP teaching and learning strategies and methods combined in reading, writing, listening and speaking learning contexts. There is a direct, communicative approach, e.g.: case-studies to enhance problem solving in the target language with focus on fluency and language accuracy.

The strategy used is encouraging reading diverse texts, summary frames, scripts of academic writing as well as task-project-inquiry based learning via student participation in discussion sessions, language work, team work, accomplishment of individual written and oral tasks, short presentations and skills development.

5. Assessment

Formative assessment elements:

- to monitor student learning to recognize and address emerging problems
- to help students identify strengths and weaknesses and target areas that need work
- ongoing feedback on preparation for and participation in sessions

Summative assessment elements:

Individual Assessment	65%	Group Assessment	35%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Course work	35%	Coursework	Individual, group work and assignment	No retake opportunity	Yes	1,2,3,4,5,6
Mid-term paper	30%	Exam	A written test on Business English skill areas	One retake opportunity	Yes	1, 2, 5
End-term paper	35%	Exam	A written examination on material covered within the semester	One retake opportunity	Yes	3, 4, 6

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential
BAILEY, S. (2015): Academic Writing for International Students of Business. Routledge. pp.: 87-155.
COTTON, D. – FALVEY, D. – KENT, S. (2010): 3rd Edition Upper Intermediate Market Leader. Business English Course Book. Pearson/Longman.
- Recommended
MACKENZIE, I. (2012): English for Business Studies. Cambridge UP.

7. Further information

International aspects embedded with the course
A vocabulary for an insight in multiculturalism.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
A vocabulary for an overview of business ethics, CSR and sustainability.
Connections to the world of practice of the course
Methods of business communication in a corporate environment.