



# BUSINESS ENGLISH

## General data

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|--|---|
| 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 skill. 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)

Upon the successful completion of this course, students should be able to:

1. Discuss business topics, eg.: 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).)*

## 3. Content, schedule

### Elements of writing

1. Arguments and Discussion, Cause and Effect
2. Cohesion
3. Comparisons

### Market Leader

- Communication
- International Marketing
- 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%   |               |
|-----------------------|--------|------------|---|------------------------|-------|---------------|
| 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

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