

Course title: **Business English**

Studies: International Business

**Course description form (syllabus form)**

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
Profile of education	general academic					
Semester	03					
Type of study	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours		30				
ECTS	2					
Examination	Graded credit					
Language of instruction	English					
Author of content	Małgorzata Merkis, Msc					
Course objectives						
<p>Development of the ability to use English at the Council of Europe language level B2+: speakers at this level understand the meaning of main and fringe messages in complex texts dealing with concrete and abstract topics, including an understanding of technical discussions in their field of specialisation.</p> <p>They can communicate with sufficient fluency and spontaneity and can hold a normal conversation with a native speaker, use longer, more coherent texts in both language and content.</p> <p>They are able to produce clear and detailed statements on a wide range of subjects related to their field of study, as well as to correctly interpret speakers' attitudes, interpret and critically evaluate content.</p>						
Prerequisites						
<p>The students taking this course should demonstrate language competences at the Council of Europe language proficiency level B2: "a person using the language at this level can understand main ideas conveyed in complex texts on concrete and abstract topics, including discussions on concrete and abstract subjects, including understanding of technical discussions in their field of specialisation.</p> <p>They can communicate with a degree of fluency and spontaneity sufficient to hold a normal conversation with a native speaker without becoming tense. They can produce clear, detailed statements on a wide range of subjects specific of the discipline being studied.</p> <p>They can formulate clear and detailed oral and written contributions, and explain their position on matters under discussion, weighing up the advantages and disadvantages of various solutions".</p>						
Student workload						
<p>1. Class sessions - 30 hours</p> <p>2. Reading literature for classes - 8 hours</p> <p>3. Preparing assignments - 5 hours</p> <p>4. Preparation for exam/assessment - 5 hours</p> <p>5. Consultations – 2 hours</p> <p>TOTAL: 50 hours (2 ECTS)</p>						
Brief description						
Business English course aimed at building language competencies at B2+ level						
Learning outcomes						
<p>SKILLS:</p> <p>U01. The student can comprehend lectures, speeches and other forms of linguistically complex academic and professional presentations, they can identify significant content of speeches and the speaker's points of view and attitudes, and they are able to interpret and evaluate the content being communicated. (IB1_U01)</p> <p>U02. The student is able to obtain information from printed and digital general sources and ones that are specific to their field of study, they are able to interpret and critically evaluate the content being communicated. (IB1_U01)</p> <p>U03. The student uses the foreign language fluently, correctly and effectively in a range of general, academic and professional contexts, clearly highlighting relationships between pieces of information. The student is able to communicate spontaneously, appropriately identifying arguments and points of view, while demonstrating a high degree of control over grammatical structures, not limiting the content they wish to convey. (IB1_U01)</p> <p>U04. In speech and writing, the student uses contextualised linguistic registers and expresses significant linguistic functions in their areas of interest - they are able to express opinions accurately and coherently in both language and content, they can produce descriptions and presentations, while adequately highlighting significant points and important supporting details. (IB1_U01)</p>						
Form of verification						

<p>1. Final written test: grades: satisfactory - 51-60%; satisfactory plus - 61-70%; good - 71-80%; good plus - 81-90%; very good 91-100%.</p> <p>2. Oral statements (presentations, conversation with the instructor): failing grade: lack of understanding of the instruction and lack of linguistic communication. Satisfactory, good and very good grades: depending on the level of communicative competences to achieve the objectives of the statements, taking into account the extent to which language systems are used (grammar, lexis, pronunciation).</p> <p>3. Individual and team work: assessment based on the observation of the student's independent work and interaction with the group</p>
<b>Detailed information</b>
<b>Type of course: Practical session</b>
<b>Bibliography</b>
<p><b>Bibliography:</b></p> <p>Business Partner B2+; I. Dubicka, M.Rosenberg; Pearson publishing, 2021</p> <p><b>Supplementary:</b></p> <p>1. Teacher's own materials and tools.</p> <p>2. Specialist and scientific online articles.</p>
<b>Range of content</b>
<p>1. Discussion about working abroad. Watching a video about secondments abroad. Looking at vocabulary related to job relocation and secondment. Discussing a possible move to a new country and then deciding for or against it. Reading an article about employee relocation and retention. Grammar - studying and practising inversion for emphasis by talking about their career or studies. Discussion about issues related to performance assessment in organisations. Watching a video about different approaches to giving feedback on performance. Reflecting on the conclusions from the video and a preferred approach to performance reviews. Looking at useful phrases for giving feedback on performance. Role-playing two performance reviews. Discussion about the advantages and disadvantages of a global career. Listening to a presentation about global careers. Looking at useful language and strategies for developing convincing arguments. Giving a presentation arguing for or against something. Business workshop - listening to a presentation about relocation opportunities and to a discussion about secondment. Role-playing a contract negotiation. (15h)</p> <p>2. Discussion about different aspects of alliances between companies. Watching a video about strategic alliances in the airline industry. Looking at vocabulary related to business alliances and acquisitions. Choosing a potential partner for a university or company. Discussion about acquisitions, mergers and strategic alliances. Listening to an interview about different types of business partnerships. Studying and practising past modals by talking about when things didn't go according to plan. Discussion about attitudes to conflict. Watching a video about dealing with conflict. Reflecting on the conclusions from the video and a preferred approach to dealing with conflict. Looking at useful language for discussing conflict. Role-playing a meeting to manage potential conflict between an event organiser and its sponsor. Talking about different attitudes to making mistakes. Listening to a project team meeting about learning from mistakes. Revising useful language and strategies for analysing and learning from mistakes. Talking about a mistake somebody learnt from. 6.5 Writing: Business workshop – listening to business partners discussing ways to grow their business. Carrying out a SWOT analysis. Deciding on the best option for a business partnership. (15h)</p>
<b>Didactic methods</b>
<p>1. Didactic games, project method, presentations.</p> <p>2. Exercises based on work with written and spoken text, work in groups, discussions (round table discussion, panel discussion, multiple discussions), informal conversations.</p> <p>3. Role-play, drama type exercises.</p> <p>4. Short informative lectures, heuristic methods (brainstorming, problem solving, formulation and verification of hypotheses)</p> <p>5. In the event of the declaration of an epidemic emergency, it is possible to conduct classes using distance learning methods and techniques.</p>
<b>Assessment methods and assessment criteria</b>
<p>1. Final written test: grades: satisfactory - 51-60%; satisfactory plus - 61-70%; good - 71-80%; good plus - 81-90%; very good 91-100%.</p> <p>2. Oral statements (presentations, conversation with the instructor): failing grade: lack of understanding of the instruction and lack of linguistic communication. Satisfactory, good and very good grades: depending on the level of communicative competences to achieve the objectives of the statements, taking into account the extent to which language systems are used (grammar, lexis, pronunciation).</p> <p>3. Individual and team work: assessment based on the observation of the student's independent work and interaction with the group</p>