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| FACULTY: | Department of Foreign Languages  Kwiatkowskiego 2A St.; Room 304B  Koszalin |
| FIELD OF STUDY: | English language |
| ERASMUS COORDINATOR OF THE DEPARTMENT: | Marzena Surówka MA |
| E-MAIL ADDRESS OF THE COORDINATOR: | marzena.surowka@tu.koszalin.pl |
| COURSE TITLE: | Business English0011>0000-BA1 |
| LECTURER’S NAME: | Małgorzata Merkis MA |
| E-MAIL ADDRESS OF THE LECTURER: | malgorzata.merkis@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 2 |
| ACADEMIC YEAR: | **2025/2026** |
| SEMESTER:  (W – winter, S – summer) | W |
| HOURS IN SEMESTER: | 30 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | group tutorial |
| LANGUAGE OF INSTRUCTION: | English |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | continuous assessment – project work, presentation, lass test |
| COURSE CONTENT: | Coursebook: Business Partner B2+; I. Dubicka, M.Rosenberg; Pearson publishing, 2021  Discussion about market research surveys. Watching a video about types of market research and introduction of vocabulary related to market research. Developing a brand profile for a new product.  Carrying out a needs analysis. Looking at the differences between open and leading questions. Watching a video about different questioning styles during a needs analysis. Holding a meeting to agree the details of a corporate event.  Talking about answering questions during and after presentations. Listening to a presentation where the presenter answers questions from the audience. Looking at useful language for responding to questions during a presentation. Giving a presentation and responding to questions from the audience.  Improving the image - listening to a crisis management meeting. Reading about market research options. Developing a market research plan to improve a company image.  Discussion about mentoring. Watching a video about employee development through mentoring.  Discussion about balancing kindness and success in business. Reading an article about kindness in the workplace. Studying and practising cleft sentences.  Changing an agreement - talking about dealing with mistakes. Watching a video about different approaches to renegotiating an agreement. Reflecting on the conclusions from the video and discussing different renegotiation strategies.  Looking at useful language for renegotiating and role-playing renegotiations. Discussion about promoting collaboration in teams. Listening to a brainstorming meeting to address falling sales.  Revision of useful language for promoting collaboration and effective teamwork. Role-playing meetings to agree on best ideas. Business workshop - listening to conversations between call centre staff about training and communication issues. Role-playing a meeting to address problems between staff and management. Drawing up guidelines on improving communication between staff and managers. |
| ADDITIONAL INFORMATION: | Registration for the course via USOS system  Classes in campus building on Kwiatkowskiego St. Room 414B  Wednesday 11.00---12.30 |

Joanna Stankiewicz-Majkowska 24.03.25

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