

## Bachelor in Communication sciences and culture

<b>Course title:</b>	English Language – Business English
<b>Course year:</b>	3
<b>Semester:</b>	1
<b>Course code:</b>	17253
<b>Scientific sector:</b>	L-Lin/12
<b>Lecturer:</b>	Dr. Edyta Lehmann
<b>Module:</b>	
<b>Lecturer other module:</b>	
<b>Credits:</b>	
<b>Total lecturing hours:</b>	45
<b>Total Hours of availability for students and tutoring:</b>	18
<b>Office hours:</b>	from Monday to Friday on request
<b>Attendance:</b>	according to the regulation
<b>Teaching language:</b>	English
<b>Propaedeutic course:</b>	none
<b>Course description:</b>	The primary goal of this course is to improve students' ability to improve their ability to communicate effectively in English for business purposes and in business circles. It will give students' knowledge of various types of workplace communication (presentations, reports, correspondence, negotiations, etc.) and improve their ability to communicate clearly in business contexts.
<b>Specific educational objectives:</b>	This course belongs to the "di base" area. It gives a general overview of the language and skills needed for business purposes and in English-language workplace. The course aims at enhancing students' verbal and written communication skills by expanding their knowledge of diverse communications tactics and business-specific vocabulary.
<b>List of topics covered:</b>	Strategies for effective business communication in speech and writing, including specific vocabulary and grammar, written and oral forms of communication; audience awareness
<b>Teaching format:</b>	Lectures, small group and classwide discussions, group and individual presentations, written exercises, visual media
<b>Learning outcomes:</b>	<p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>• Understanding of the specificity of a business context and the requirement of an effective communication in those contexts</li> <li>• Knowledge of the various business communication methods</li> <li>• Knowledge of English appropriate for business context</li> </ul> <p><b>Applying knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>• Ability to recognize a specific business context and adapt the communication method accordingly</li> <li>• Ability to use business specific vocabulary and</li> </ul>

	<p>grammar in a particular business setting</p> <ul style="list-style-type: none"> <li>• Ability to negotiate various business settings through effective communication</li> </ul> <p><b>Making judgements</b></p> <ul style="list-style-type: none"> <li>• Ability to understand and evaluate arguments</li> <li>• Ability to analyze a business setting and adjust accordingly</li> </ul> <p><b>Communication skills</b></p> <ul style="list-style-type: none"> <li>• Ability to participate in focused discussion using an appropriate language register</li> <li>• Ability to communicate clearly and effectively in writing</li> <li>• Ability to deliver informal and formal presentations</li> </ul> <p><b>Learning skills</b></p> <ul style="list-style-type: none"> <li>• Ability to apply the knowledge and skills gained in this course in other settings</li> <li>• Ability to independently prepare formal presentation</li> <li>• Ability to collaborate on creating short presentations</li> <li>• Ability to independently and collaboratively revise and proofread written communications</li> </ul>
<b>Assessment:</b>	During the course of the semester students will participate in classwide and small group discussions, written and oral exercises, as well as prepare group presentations. They will regularly write short responses to the readings and class discussions. They will write various forms of business communications. At the end of the semester students will present on a class-related topic.
<b>Evaluation criteria and criteria for awarding marks:</b>	<p>Students' work will be evaluated based on all writing assignments/exercises, presentations, and participation in class discussion, in which they will demonstrate the knowledge and understanding of the topics covered in this course. Non attending students will participate in class discussion via the course Moodle page.</p> <p>Class participation, discussions and group presentations 30%</p> <p>Written exercises and assignments 50%</p> <p>Final presentation 20%</p>
<b>Required readings:</b>	<p>Textbooks:</p> <p>Cotton, David, <i>Market Leader Coursebook. Market Leader Intermediate</i>. Pearson Longman, 2010 ISBN-10: 1408236958, ISBN-13: 978-1408236956</p> <p>Rogers, John, <i>Market Leader Intermediate Practice File (with Audio CD)</i>, Pearson Longman, 2010, ISBN-10: 1408236966, ISBN-13: 978-1408236963</p> <p>Additional texts distributed in class</p>
<b>Supplementary readings:</b>	