

					work	hip	hours	hours	
					k	p			
					work				
1. Introduction to the course unit: aims, structure, assessment scheme. Impression making.			2				2		Advanced Market Leader, Unit 1
2. Principles of individual choice.			2				2	4	Macroeconomics: Principles of Individual Choice.
2. Starting a new business. Sole proprietorships and partnerships. SWOT analysis. Seminar guest Benas Arvydas Grigas (the founder of the publishing house, alumnus of English Philology)			2				2	4	Advanced Market Leader, Unit 11 Professional English in Use, Unit 19 Business Vocabulary in Use, Unit 19
3. Corporations. The role of shareholders and the Board of Directors.			2				2	4	Professional English in Use, Unit 23 <i>Strategic Management and Business Policy. Chapter 2</i>
4. Business combinations: mergers, consolidations, acquisitions, strategic alliances, and joint ventures. Motivational letter. Seminar guest Aurelija Paunksnė Ignatė (CEO of “Anglų kalbos studija“, alumnus of English Philology)			6				6	10	Business Vocabulary in Use, Unit 19 Professional English in Use, Unit 27
5. Corporate responsibility: social responsibility, ethical issues, green issues.			4				4	8	Business Vocabulary in Use, Unit 48, 50, 53.
6. The business cycle. Report writing.			2				2	4	Business Vocabulary in Use, Unit 46
7. Marketing. The scope. The four Ps and the four Cs.			4				4	8	Marketing Management, Chapter 1. Business Vocabulary in Use, Unit 22-23 Advanced Market Leader, Unit 4
8. Brands and branding: equity, positioning, differentiation, stretching. Global brands.			2				2	4	Business Vocabulary in Use, Unit 27-28
9. Company finance. Profit and loss. Cash inflows and outflows.			4				4	8	Business Vocabulary in Use, Unit 38-39
10. Revision of the course.			2				2		
Total			32				32	98	

Assessment strategy	Weight,%	Deadline	Assessment criteria
Continuous assessment			
Participation in the seminars	20	Weeks 1 - 16	Participation in in-class discussions and attendance. 20 % - active presence even if one or two classes missed

			10 % - rather active even if two or three classes missed 0 % - more than three classes missed
Presentation	30	Week 2 - 14	A 15-minute presentation on the business topic of interest. The presentation should cover theoretical background as well practical issues / case studies on the chosen topic. The presentation is marked for Content (research quality, understanding of the topic - 6%), Organization (6%), Delivery and business language use (6%), Use of visuals (6%), Engagement and handling questions (6%).
Personal Statement	10	Week 14	Personal statement is written for a chosen place of employment or further studies at University.
Examination			
Report writing	20	During the examination period	Evaluated on Content and Organization (10%) and Language Range and Accuracy (10%)
Written Exam	20		An open question based on the topics discussed during the semester and to be answered in an essay format using active business vocabulary and subject matter.
Attendance requirements			
To get a pass on the course, a student must attend at least 70% of the classes.			
Requirements for passing the course Business English			
A student fails the course if he/she is rewarded a mark that is lower than 4.5 .			

Author	Year of publication	Title	Issue of a periodical or vol. of a publication	Publishing place and house or web link
Compulsory reading				
Brown, G.D. & S. Rice	2007	<i>Professional English in Use: Law</i>		Cambridge University Press
Dubicka, I. & M. O'Keefe	2016	<i>Advanced Market Leader</i>		Pearson
Mascull, B.	2018	<i>Business Vocabulary in Use</i>		Cambridge University Press
Kotler, P. & K. L. Keller	2016	<i>Marketing Management</i>		Harlow: Pearson
Krugman, P. & R. Wells		<i>Macroeconomics</i>	Sixth edition	New York: Macmillan Learning
Wheelen, T. K. & J. D. Hunger..	2012	<i>Strategic Management and Business Policy</i>		Pearson
Optional reading				
Gairns, R & S. Redman	2009	<i>Oxford Word Skills Advanced</i>		Oxford University Press
Dyer, D & I. Chambers	2002	<i>Business Studies: An Introduction</i>		Pearson Education Limited
Mescon, M. H., C. L. Bovee, & J. H. Thill	2001	<i>Business Today</i>		Prentice Hall
Levitt, S. D. & S. J. Dubner	2015	<i>When to Rob a Bank</i>		Penguin Books
MacKenzie, I	2006	<i>Professional English in Use: Finance</i>		Klett Ernst / Schulbuch

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