

COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Business English (EN) / Verslo anglų kalba (LT)	

Lecturer(s)	Department(s) where the course unit (module) is delivered			
Coordinator: Jurga Kasteckienė	Department of English Philology			

Study cycle	Type of the course unit (module)		
1st	optional		

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Seminars, individual work	Spring semester	English

Requirements for students	
Prerequisites:	Additional requirements (if any):
skills in English not lower than B2+ according to CEFRL	

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed

Generic competences to be developed

- Responsibility
- Co-operation
- Intercultural competence
- Problem-solving

Subject specific competences to be developed

- Understanding and analysis of ESP English for business purposes;
- Competence of a researcher of language and literature: the ability to independently conduct interdisciplinary research: identify a problem, collect, analyse, systematise and critically evaluate material from various sources, provide conclusions.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Learning outcomes resulting from the subject-specific competences: In-depth knowledge of vocabulary used to describe forms of business ownership and business combinations, functions and skills of management, an effective business organization structure, the role of marketing and advertising, presentations on individually researched companies or business fields.	Brainstorming, group discussion, case studies, individual tasks, group projects, meetings with entrepreneurs / English philology alumni	Letter of motivation, a presentation, report writing.

	Contact hours								
	Lec	tutor	Semi	exe	Lab	Int	Co	Self-	Assignments
Content: breakdown of the topics	ture	ials	nars	rcis	orat	er	nta	stud	
	s			es	ory	ns	ct	y	

			wor k	hi p wo rk	ho urs	hour s	
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 Strategic Management and Business Policy. Chapter 2
4. Business combinations: mergers, consolidations, acquisitions, strategic alliances, and joint ventures. Motivational letter. Seminar guest Aurelija Paunksnė Ignotė (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	nent 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 public ation	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	Professional English in Use: Law		Cambridge University Press
Dubicka, I. & M. O'Keefe	2016	Advanced Market Leader		Pearson
Mascull, B.	2018	Business Vocabulary in Use		Cambridge University Press
Kotler, P. & K. L. Keller	2016	Marketing Management		Harlow: Pearson
Krugman, P. & R. Wells		Macroeconomics	Sixth edition	New York: Macmillan Learning
Wheelen, T. K. & J. D. Hunger	2012	Strategic Management and Business Policy		Pearson
Optional reading		Business I oucy		
Gairns, R & S. Redman	2009	Oxford Word Skills Advanced		Oxford University Press
Dyer, D & I. Chambers	2002	Business Studies: An Introduction		Pearson Education Limited
Mescon, M. H., C. L. Bovee, & J. H. Thill	2001	Business Today		Prentice Hall
Levitt, S. D. & S. J. Dubner	2015	When to Rob a Bank		Penguin Books
MacKenzie, I	2006	Professional English in Use: Finance		Klett Ernst / Schulbuch

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