



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
English for Specific Purposes (Business Discourse) / Dalykinė anglų kalba (verslo diskursas)	

Academic staff	Core academic unit(s)
Coordinating: Lect. Rūta Montvilienė	Faculty of Philology Institute of Foreign Languages

Study cycle	Type of the course unit
First cycle	Elective

Mode of delivery	Semester or period when it is delivered	Language of instruction
Interactive lectures, practice	Semester 6	English

Requisites	
Prerequisites: Contemporary English B2-C1 (I/V, II/V, III/V, IV/V, V/V)	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	108	32	76

Purpose of the course unit		
<p>General competences: learning the business basics; working independently and in a team; mastering and practicing effective speaking; preparing to use English effectively in work situations and understanding intercultural communication</p> <p>Subject competences: knowledge and mastery of the English language system; communicative skills; development of better speaking and listening skills in a specific business environment</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will acquire knowledge of and ability to use the language necessary for business and social interaction; will be able to understand and identify linguistic units to foster networking and work relations, will be able to communicate with people from different areas of business.	Interactive methods of conveying information (authentic business material, interactive lecture, slide show presentation, et al.), problem-based teaching, discussions.	Business vocabulary revision.
Students will be able to work flexibly in an international and multicultural environment; to successfully communicate and cooperate with representatives of different cultures by observing the principles of respect and tolerance and being aware of national, religious, and cultural specifics and traditions.	Active learning/teaching methods (interactive lecture, problem-based and explanatory teaching, brainstorming, simulation, case study, discussion, individual and team projects, discussions in groups.	Simulation: holding a meeting; motivating people; developing a marketing strategy.

Students will be able to raise problematic issues, participate in discussions and advance arguments to support their opinion.	Real-life business problems and research (synthesis and analysis of information, preparation of a group project and presentation).	Case study: finding a solution to a business dilemma.
Students will be able to use the active vocabulary of business management, marketing and communication; will be able to use politically correct language successfully and effectively; will be able to support their opinion on different business issues; will be able to present their ideas, company and product/service effectively, prepare and make successful business presentations.	Mastering structured speaking and storytelling for business purposes (research and analysis of information, preparation of a group project and presentation).	Presentations and group projects.
Students will understand self-motivation as well as be able to motivate others to pursue common goals; to distribute tasks and take initiative and responsibility for the results achieved.	Research methods (synthesis and analysis of information, preparation of a group project and presentation).	Presentations and group projects.
Students will be able to work independently, plan their time and adhere to deadlines by choosing appropriate strategies for the performance of tasks.	Research methods (synthesis and analysis of information, preparation of a group project and presentation).	Presentations and group projects.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Introduction. The ultimate goal of a business. Analysis of authentic material.	1		1				2	4	Tasks for building and mastering the vocabulary of Business English. Reading, listening, speaking and writing tasks analysis different business situations.
2. Management and leadership. Tasks of managers. What makes a good manager and a good leader? Experience of great leaders. Types of leaders. Modern trends in Management English. Case study	2		2				4	10	Individual assignments on management and leadership.
3. Work and motivation. Attitudes to work: theory X and theory Y. Satisfiers and motivators. What do employers look for? Self-motivation. Real-life business cases and team simulations.	2		2				4	10	Team discussions and solutions to a business dilemma.
4. Understanding the marketing mix. Marketing and advertising. The value and impact of brands. Basic marketing terms. Ethics in advertising. Viral marketing, influencers and social media.	4		4				8	20	Individual tasks to help students understand the practical use of marketing mix;

Research assignment and task-based marketing case study.									organisation of information in a sales pitch and presentation as well as rapport building strategies.
5. Big and small companies and the EU classification; different ways to organize work. Start-ups and unicorns. Researching the Lithuanian business landscape.	1		1				2	5	Discussion: What am I, a big or small company person?
6. Effective speaking for business purposes. Presentations, pitches and the power of stories. Dealing with easy, difficult and hostile questions (topics: management, leadership, marketing). Individual and team practice throughout the course.	6		6				12	25	Tasks for structuring the talk and fine-tuning the delivery; mastering non-verbal language and telling their own story; handling Q&A sessions.
Total	16		16				32	74	

Assessment strategy	Weight %	Deadline	Assessment criteria
Individual assignment	20%	Throughout the course	Structure, passion and authenticity; new, relevant and accurate vocabulary; task fulfilment, organisation, structure and coherence; ability to answer questions; appropriacy and correctness of the language; and effective presentations skills are assessed. <i>The scale of assessment:</i> 100 – 95% (correct) = 10 ; 94 – 85% = 9 ; 84 – 75% = 8 . 74 – 65% = 7 ; 64 – 55% = 6 ; 54 – 45% = 5 . 44 – 35% = 4 ; 34 – 25% = 3 ; 24 – 15% = 2 . 14 – 5% = 1 ; 4 – 0% = 0
Case study			
(Presentation 1)	20%	Week 2-3	
Case study			
(Presentation 2)	20%	Week 5-6	
Final presentation (3)	40%	Week 8 (end of the course)	
Topics: management, leadership, motivation, marketing, building business relations; business English			
Attendance is obligatory throughout the course. To complete the course, 85% attendance is mandatory, in addition to successfully passing ALL the tasks.			

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
MacKenzie, I.	2010	English for Business Studies 3 rd edition		Cambridge University Press
Powell, M.	2011	Dynamic Presentations		Cambridge University Press
Bovee, C.L., Thill, J.	2000	Business Communication Today 6 th edition		Pearson Education
https://www.investopedia.com/				
Recommended reading/watching/listening: economics and/or business news on BBC, Bloomberg, Forbes, Financial Times, Verslo žinios.				

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