COURSE UNIT (MODULE) DESCRIPTION

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

Academic staff	Core academic unit(s)
Coordinating: Lect. Jurga Kasteckienė **Other:**	Vilnius University Faculty of Philology, Universiteto g. 5, LT-01131, Vilnius, tel. +370 5 268 7207, e-mail studijos@flf.vu.lt

Study cycle	Type of the course unit
1st (bachelor)	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face to face	Spring	English

Requisites	
Prerequisites: skills in English not lower than B2+ according to CEFRL	**Co-requisites (if relevant):** none

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit		
The purpose of this course is to develop students' English language proficiency and professional communication skills in contemporary business contexts. The course focuses on the acquisition and application of specialised business vocabulary, critical analysis of authentic business discourse, and effective written and spoken communication in intercultural settings. Through case studies, collaborative tasks and independent research, students will enhance their ability to communicate persuasively, critically evaluate information, and address professional challenges in a global business environment.		
Learning outcomes of the course unit	**Teaching and learning methods**	**Assessment methods**
Upon successful completion of the course, students will be able to: - demonstrate advanced knowledge and appropriate use of specialised business vocabulary related to different forms of business ownership and business combinations, management, marketing, branding; - conduct independent research on contemporary business issues and deliver well-structured, evidence-based presentations using advanced business English; - produce coherent and appropriately structured professional texts, including formal correspondence, personal statements, and business reports.	Brainstorming, group discussion, case studies, individual tasks, group projects, meetings with entrepreneurs / English philology alumni	Letter of motivation, a presentation, report writing.

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 to the course unit: aims, structure, assessment scheme. Personal branding and first impression making.			2				**2**	**8**	Advanced Market Leader, Unit 1 The discussion on body language (Barlett's video)
2. Principles of individual choice.			2				**2**	**8**	Macroeconomics: Principles of Individual Choice.
2. Entrepreneurship, start-ups, and other business models. SWOT analysis. Seminar guest (alumnus of English Philology)			2				**2**	**8**	Advanced Market Leader, Unit 11 Professional English in Use, Unit 19 Business Vocabulary in Use, Unit 19
3. Corporate structures. Governance and leadership. Professional correspondence.			4				**4**	**15**	Professional English in Use, Unit 23 Strategic Management and Business Policy. Chapter 2
4. Corporate strategy. Business combinations: mergers, acquisitions. Personal statement / motivational letter. Netflix case study "Netflix. How do companies adapt to disruptive change?"			6				**6**	**14**	Business Vocabulary in Use, Unit 19 Professional English in Use, Unit 27 Case study https://www.iveypublishing.ca
5. Corporate responsibility. Sustainability. Business ethics and AI governance. Seminar guest (alumnus of English philology)			4				**4**	**8**	Business Vocabulary in Use, Unit 48, 50, 53. The discussion on AI and business world (based on Bartlett's video)
6. The business cycle. Professional report writing.			2				**2**	**8**	Business Vocabulary in Use, Unit 46
7. Marketing strategies. Digital marketing and consumer behaviour. Seminar guest (alumnus of English Philology) Ryanair case study "Ryanair. Does low pricing justify compromises in customer experience?"			4				**4**	**14**	Marketing Management, Chapter 1. Business Vocabulary in Use, Unit 22-23 Consumer. Behaviour, Part1
8. Branding and storytelling. Global brands. Nike case study "Nike. How does advertising create brand identity?"			4				**4**	**15**	Business Vocabulary in Use, Unit 27-28 The discussion on brands (based on Gilbert and Rosanthal's podcast on "Hermes" and case study of "Nike"

									https://about.nike.com)
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 a contemporary business issue or company case. The presentation is marked for - Content (research quality, critical analysis and evidence - 6%), - Organization (clarity, coherence and argument development - 6%), - Delivery and business language use (range, accuracy, appropriateness - 6%), - Use of visuals (6%), - Engagement with the audience 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		A reasoned response to an open question based on the topics discussed during the semester and to be answered using active business vocabulary and subject matter.

Use of Vilnius University electronic learning system
All of the texts, compulsory and optional study materials, handouts and other relevant course materials will be made available on the webpage of Vilnius University Virtual Learning Environment (VLE) at https://emokymai.vu.lt. It is students' responsibility to refer to the course website on a regular basis to be able to access course materials and submit assignments as requested. Unless indicated otherwise by the course instructor, all home assignments must be uploaded in due time on the course website.
Academic integrity
All assignments must be completed independently by the students complying with the requirements of academic conventions of fair citing, paraphrasing and referencing. In accordance with the university regulations (see articles 49 and 77.2 of the Study Regulations of Vilnius University (https://www.vu.lt/site_files/Vertimai/EN_Translation_Vilniaus_universiteto_studij%C5%B3_nuostatai_30_April_2025.pdf) and articles 21–22 of the Code of Academic Ethics of Vilnius University (https://www.vu.lt/site_files/Studies/Study_regulations/Code_of_academic_ethics_VU.pdf)), a student who commits an act of academic dishonesty (such as plagiarism or any other form of cheating) shall receive a failing grade on the work in which the dishonesty occurred. In addition, any act of academic dishonesty shall result in the failure of the module and the student who has committed the act may be subject to the dismissal from the University. In their applications of AI tools in academic settings, students must comply with the Guidelines on Artificial Intelligence Usage at Vilnius University (https://www.vu.lt/site_files/Vertimai/EN_Translation_Dirbtinio_intelekto_naudojimo_Vilniaus_universitete_gair%C4%97s.pdf). The use of generative artificial intelligence (GenAI) tools (e.g. ChatGPT, Claude, Gemini) is permitted for supporting learning and preparing assignments, provided that such use complies with the Guidelines on Artificial Intelligence Usage at Vilnius University and the principles of academic integrity (https://www.flf.vu.lt/dokumentai/GenAI_guidelines_EN.pdf). Any use of GenAI tools in assessed assignments must be explicitly disclosed, specifying the tool used and the nature and extent of its contribution. Students remain fully responsible for the accuracy, originality, academic integrity, and proper referencing of all submitted work. They must also be able to explain and critically defend their arguments, analyses, and methodological decisions independently. The use of GenAI tools during examinations or other assessments requiring independent performance is prohibited unless explicitly authorised by the lecturer. Any misuse or undisclosed use of GenAI tools may constitute a breach of academic integrity and will be addressed in accordance with Vilnius University regulations.

Lateness of task completion
All of the mandatory assignments (Tests and in-class essays) are obligatory for all the students and are carried out only once. The course instructor informs the students beforehand about the time and date of the assessed assignments. In the case of missed classes, it is the student's responsibility to find out the time and the requirements of relevant tasks and to complete them until the set deadline. Failing to show up for the presentation or any other mandatory in-class task at the assigned time with no justifiable reason results in failing the task (marked 0) with no chance of make-up. To be able to make up for the missed assignment, the student is fully responsible for notifying the course instructor of their absence and provide a justifiable reason for it (cases of documented medical and other justifiable reasons). Documentary proof for the excused absence must be submitted to the course instructor and/or (upon request) to the Studies Division of the Dean's Office. In the case of documented medical reasons or other justifiable absences, make-up time will be allowed either at the end of the

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Dubicka, I. & M. O'Keefe	2022	*Advanced Market Leader*		Pearson
Hoyer, W. D., D. J. MacInnis, & R. Pieters	2023	*Consumer Behaviour*		Cengage Learning
Mascull, B.	2018	*Business Vocabulary in Use*		Cambridge University Press
Kotler, P., K. L. Keller, A. Chernev	2025	*Marketing Management*		Harlow: Pearson
Krugman, P. & R. Wells	2026	*Macroeconomics*	Seventh edition	New York: Macmillan Learning
Solomon, M. R., & C.A. Russell	2026	*Consumer Behaviour*	Fifteenth edition	Pearson
Recommended reading				
Brown, G.D. & S. Rice	2007	*Professional English in Use: Law*		Cambridge University Press
Gairns, R & S. Redman	2009	*Oxford Word Skills Advanced*		Oxford University Press
MacKenzie, I	2006	*Professional English in Use: Finance*		Klett Ernst / Schulbuch
Wheelen, T. K. & J. D. Hunger..	2012	*Strategic Management and Business Policy*		Pearson
Online Sources				
Bartlett, Steven	2025	*The Diary of a CEO. "Godfather of AI: They Keep Silencing Me But I'm Trying to Warn Them!"*		https://www.youtube.com/watch?v=giT0ytynSqg
Bartlett, Steven	2025	*The Diary of a CEO. "Body Language Expert: Stop Using This. It's Making People Dislike You. So Are These Subtle Mistakes"*		https://www.youtube.com/watch?v=VHUrdELKjDw
Gilbert, B. & D. Rosenthal	2024	*Acquired. "Hermes"*		https://open.spotify.com/episode/3JnXyI5G7umpVWijAvoL36?si=_QgQFt3AQgCeUCfB6qJX-A&nd=1&dlsi=b461742d5fb34354

MIT Sloan Teaching Resources Library	Continuously updated	*Authentic business cases*		https://mitsloan.mit.edu/teaching-resources-library
OECD	2026	*OECD Digital Economy and Society Outlook 2026*		https://www.oecd.org/en
World Economic Forum	2025	*The Future of Jobs Report 2025*		https://www.weforum.org

Revised November 2026