



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Business English	

Academic staff	Core academic unit(s)
Coordinating: Assist. Prof. Dr. Karolina Butkuvienė Other:	Vilnius university Šiauliai academy

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Full-time	Spring	English

Requisites	
Prerequisites: General English skills (B2 level)	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	133	32	101

Purpose of the course unit
<i>Business English</i> aims at developing such students' qualities and skills as creativity, IT literacy, ability to think critically, work in teams as well as communicating fluently in Business English.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Knowledge of the particularities of Business English.	Team work, practical tasks, traditional lecture, reading of scientific literature	Team work, Test, Presentation
Ability to collect, analyse and select the appropriate information in Business English as well as to critically evaluate one's and colleagues' works taking responsibility for the works done.	Team work, Individual work/project, practical tasks	Team work, Presentation
Ability to use correct business vocabulary in various communicative situations.	Case analysis, team work, practical tasks	Team work, Test, Presentation
Ability to comprehend and create spoken and written texts in Business English.	Team work, discussion, practical tasks	Team work, Presentation
Ability to work in team, to listen to other people's opinions, and to be responsible for the tasks accepted and done.	Team work, practical tasks	Team work

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. The structure of an organization / institution. The success story of an organization or institution.	2			2			4	12	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
2. Human resources and their management.	2			2			4	10	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
3. The main principles and campaigns in marketing.	2			2			4	12	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
4. Finances and money management. Investment issues.	2			2			4	16	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
5. International market and trade.	2			2			4	16	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> ,

									Mastery, L. <i>Business English Vocabulary</i>	
6. Leadership issues in an organization/institution.	2			2				4	12	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
7. Business culture and ethics.	2			2				4	12	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
8. Business travelling and services.	2			2				4	11	Tasks from Cotton, D. et al. <i>Market Leader</i> (3rd edition), Rogers, J. <i>Market Leader</i> (Practice File, 3rd edition), Roche, M. <i>Business English Communication</i> , Mastery, L. <i>Business English Vocabulary</i>
Total	16			16				32	101	

Assessment strategy	Weight %	Deadline	Assessment criteria
Test	50 %	During semestre	<p>It is possible to get 3 points for the test which checks the knowledge of the vocabulary.</p> <p>3 points: not less than 95% of practical tasks have been completed correctly.</p> <p>2 points: not less than 70% of practical tasks have been completed correctly.</p> <p>1 point: not less than 50% of practical tasks have been completed correctly.</p>
Presentation	25 %	During semestre	<p>It is possible to get 2 points for the presentation.</p> <p>2 points: the structure of the presentation is clear and logical, it is comprised of all the necessary parts; the presentation is of an appropriate length. The student speaks fluently without any mistakes.</p> <p>1 point: the structure of the presentation is clear and logical, it is comprised of all the necessary parts but it is not of an appropriate length. The student makes a few mistakes while delivering the presentation.</p> <p>0 points: the presentation has not been delivered.</p>

Team work	25 %	During semestre	<p>It is possible to get 3 points for the team work.</p> <p>3 points: the team work is comprehensive with reference to current scientific literature resources as well as presenting an individual point of view; the work is of an appropriate length without any mistakes; the team members are able to answer the questions.</p> <p>2 points: the team work is not comprehensive; the students express only their point of view; it is not of an appropriate length; there are a few mistakes in the work; the students are not always able to answer the questions.</p> <p>1 point: the team work is not comprehensive; the students express only their point of view; it is not of an appropriate length; there are a lot of mistakes in the work; the students are not always able to answer the questions.</p> <p>0 points: the team work has not been completed.</p>
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Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Roche, M.	2020	Business English Communication		Business English Originals
Mastery, L.	2020	Business English Vocabulary Builder		Lingo Mastery
Cotton, D. et al.	2011	Market Leader (Course Book, 3rd edition)		Pearson education
Rogers, J.	2011	Market Leader (Practice File, 3rd edition)		Pearson education
Recommended reading				
Law, J.	2016	Dictionary of Business and Management (6th edition)		Oxford University Press
MacKenzie, I.	2014	English for Business Studies: a Course for Business Studies and Economics Students		Cambridge University Press
Black, J. Hashimzade, N. & Myles, G.	2009	A Dictionary of Economics		Oxford University Press
McCarthy, M. O'Dell, F.	2005	English Collocations in Use		Cambridge: Cambridge University Press
Kavaliauskas, M. Končius, V.	2005	Business Communication		Šiauliai University Press
Ginevičienė, B.V. Tvaronavičienė, M.	2005	English for Business and Economics		Vilnius: Technika
Cesevičienė, A. Čivilienė, D.	2004	Business English-Lithuanian Dictionary		Ukmergė: Valdo leidykla

Jocaitė, R.	2003	From Everyday to Professional Communication		Šiauliai University Press
Flower, J.	2000	Build your Business Vocabulary		ThomsonHeinle