



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title		Code	
Business English (Verslo anglų kalba)			
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: skills in English not lower than B2 according to CEFRL		Additional requirements (if any):	
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			
<p>The purpose of the course unit is to develop students' competencies in Business English not only through the linguistic analysis of authentic business sources but also through deepening knowledge of business theoretical background and real cases presented by visiting entrepreneurs during seminars. It also develops business writing skills and oral skills to fit in the competitive modern world.</p> <p>Generic competences to be developed:</p> <ul style="list-style-type: none"> • responsibility; • co-operation; • intercultural competence; • problem-solving. <p>Subject specific competences to be developed:</p> <ul style="list-style-type: none"> • understanding and analysis of ESP English for business purposes; • research competence: the ability to independently conduct interdisciplinary (business-linguistics) research: identify a problem, collect, analyse, systematise and critically evaluate material from various sources, provide conclusions in business-related contexts; • read, analyse, and produce business related reports in English. 			
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, the role of marketing and advertising, company finance. Presentations on individually researched companies or business fields.		Brainstorming, group discussion, case studies, individual tasks, group projects.	A letter of motivation, a presentation, report writing.

Content: breakdown of the topics	Contact hours							Assignments	
	Lectures	tutorials	Seminars	exercises	Laboratory	Internship	Contact hours		Self-study hours
1. Introduction to the course unit: aims, structure, assessment scheme. Impression making.			2				2		Advanced Market Leader, Unit 1
2. Starting a new business. Sole proprietorships and partnerships. SWOT analysis.			4				4	14	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	8	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 writing.			6				6	26	Business Vocabulary in Use, Unit 19 Professional English in Use, Unit 27
5. Corporate responsibility: social responsibility, ethical issues, green issues.			4				4	12	Business Vocabulary in Use, Unit 48, 50, 53.
6. The business cycle. Report writing.			2				2	12	Business Vocabulary in Use, Unit 46
7. Marketing: the four Ps and the four Cs.			2				2	6	Business Vocabulary in Use, Unit 22-23 Advanced Market Leader, Unit 4
8. Brands and branding: equity, positioning, differentiation, stretching. Global brands.			4				4	10	Business Vocabulary in Use, Unit 27-28
9. Company finance. Profit and loss. Cash inflows and outflows.			4				4	10	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	10	Weeks 1 - 16	Participation in in-class discussions and attendance. 10 % - one or two classes missed 0 % - three or more classes missed
Presentation	30	Week 2 - 14	A 15-minute presentation on a 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 (10%), delivery / structure (10%), and active vocabulary of Business English (10%).
Personal Statement	20	Week 10	Personal statement is written for a chosen place of employment or further studies.
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.			

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
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

Revised 1 November 2024