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| **WSB University** |
| **Field of study: Management** |
| **Module / course: Business English** |
| **Educational profile: General** |
| **Programme: II-cycle studies** |
| **Number of hours per semester** | 1 | 2 |
| **I** | **II** | III | IV |
| **Full- time studies****(L/C/lab/pr/e)** | **30C** | **30C** |  |  |
| **Part-time studies****(L/C/lab/pr/e)** |  |  |  |  |
| **LECTURER** | Leszek Ziora PhD Eng., Barbara Borkowska-Kępska M.A., Andrew Gillin M.A.,  |
| **FORM OF CLASSES** | Classes  |
| **COURSE OBJECTIVES** | The course objectives include:* familiarizing students with vocabulary and expressions of ESP –Business English at the level of B2 +
* improving all language skills such as speaking, listening comprehension, reading comprehension, writing
* preparing students for international language examinations so that they could obtain certificates confirming their language competence according to CEF – the Common European Framework of Reference for Languages ​​set by the European Commission.
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| **Course outcome** | **References to outcomes:** | **Description of learning outcomes**  | **Verification of learning outcomes** |
| **Field-related learning outcomes**  | **Area-related learning outcomes**  | **Knowledge** |
| BusEng\_K01 | Z2\_W20 |  | A student:1. A student using the language at this level understands the importance of the main threads of the message contained in complex texts on topics related to business.2. Can communicate fluently and spontaneously enough to have a normal conversation with a native speaker of a given language on business topics.3. Can formulate clear oral and written statements on a wide range of topics in the field of business, and explain their stance on issues being discussed, considering the advantages and disadvantages of different solutions.4. Has a wide range of vocabulary from various areas of business. The person has elementary knowledge about various areas of business. | Written tests, written homework, oral presentations |
| **Abilities** |
| BusEng\_A02 | Z2\_U13Z2\_U14Z2\_U15 | S2A\_U09S2A\_U10S2A\_U11 | A student:1. Is able to communicate using various communication techniques with specialists in the field of business, using specialist language.2. Has the ability to prepare written works in English in the field of business areas3. Has the ability to prepare oral presentations in English on topics related to business4. Has knowledge of English at B2 level according to the European System of Language Description5. Is able to use specialist vocabulary in the field of Business English in speech and writing. | Listening comprehension, answering questions, discussionReading comprehension, answering questions, discussionInteractive exercises, discussion, group and individual projects |
| **Social competences:** |
| BusEng\_S03 | Z2\_K01Z2\_K02 | SA2\_K01S2A\_K02S2A\_K06 | 1. The student is aware of the level of their knowledge and skills, is aware of the need for continuous professional training and personal development2. Is able to properly define the priorities for the implementation of specific tasks3. Can work in a group | Independent work, communication during classes and outside of classes, appreciates the ability to communicate in an English-speaking environment, strives to gain language skills, group project |
| **Students’ own workload (in didactic hours 1h did.=45 minutes)\*\***  |
| **Full- time**Participation in lectures = Participation in classes = 60hPreparation to classes = 5hPreparation to lectures = Preparation to an examination = 5hProject tasks =5he-learning =Credit/examination =2hothers (indicate which) = **TOTAL:77h****ECTS points:2****Including practical classes:2** | **Part-time**Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks =e-learning =Credit/examination =others (indicate which) = **TOTAL:****ECTS points:****Including practical classes:** |
| **PREREQUISITES** | General English knowledge at the **B1+ level according to CEF** |
| **COURSE CONTENT****(Division into contact hours and e-learning)** | 1. Types of business entities, their advantages and disadvantages.
2. Company structure
3. Types of markets, investment and stock exchange; stock and finance news.
4. Human resources .
5. Pay and benefits.
6. SWOT analysis
7. International trade (trends, open markets, protected markets, developed and developing markets, export, import, methods of payment, documents).
8. International marketing
9. Advertising – advertising media, advertising practices.
10. Brands.
11. Corporate alliances and acquisitions.
12. Ethics in business
13. Corporate Social Responsibility
14. Management styles
15. Current business news and trends.
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| **LITERATURE****(compulsory reading)** | * Market Leader intermediate, Pearson Longman 2011
* Market Leader upper-intermediate, Pearson Longman 2011
* Business English readings : handbook / Piotr Mamet (red.) [et al.]. - Warszawa : C. H. Beck, 2006.
* Business English readings : workbook / Joanna Jakubiec-Bontko [et al.]. - Warszawa : Wydawnictwo C. H. Beck, 2007.
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| **OPTIONAL LITERATURE** | * Intelligent Business intermediate, Longman.
* Intelligent Business upper-intermediate, Longman.
* New Insights into Business, Longman, 2001
* Authentic materials from the press
* Internet
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| **TEACHING METHODS****(Division into contact hours and e-learning)** | **Contact hours:**A communicative method is used. These methods allow you to develop the language skills needed to develop B2 / C1 level competences. Team work, Case studies. |
| **TEACHING AIDS** | Interactive whiteboard with access to the Internet, textbooks in digital form, computer, Internet, additional textbooks, newspapers, magazines |
| **PROJECT****(if implemented in the framework of a module)** | Preparing a presentation on a topic related to the course content. |
| **METHOD Of ASSESSMENT****(Division into contact hours and e-learning**  | Tests, active participation in classes, written work, oral presentation |
| **FORM AND CONDITIONS OF ASSESSMENT** | Written test (multiple choice, testing vocabulary, reading comprehension) and and oral test (presentation) |

*\* L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*