



## **Business English I**

### **Syllabus**

### **ВЗП 1.2**

### **COMM-112**

Quarter/Year: Spring/2022

ECTS Credits: 6

Instructor: Viacheslav Zhuravlov

US Credits: 3

Contact information:

viacheslav.zhuravlov@uacu.edu.ua

Prerequisites: none

### **Course Description**

This is an introductory course. The purpose is to bring the real world of international business into the language teaching classroom and to provide students with an understanding of basic international business concepts, principles, techniques and procedures. This course is an important element of international business education.

Through the completion of many in-class problems, the students will apply and integrate the knowledge gained through class lectures and outside readings.

### **Course Outcomes**

PH1. Responsibly treat professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

PH2. Communicate freely on professional issues in the state and foreign languages orally and in writing, to use economic terminology professionally.

PH4. Systematize and streamline the information received on the processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations, considering the peculiarities of the national and international environment.

PH5. Possess the skills of introspection (self-control), be understandable for representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge / activities) on the basis of appreciating diversity, multiculturalism, tolerance and respect for them.

PH6. Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the leadership of a leader, taking into account today's requirements and features in a limited time.

PH7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

PH12. Carry out a comprehensive analysis of complex economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning.

PH13. Select and skillfully apply analytical tools for studying the state and development prospects of individual segments of the international markets for goods and services using modern knowledge about the methods, forms and tools for regulating international trade.

PH14. Understand and apply theories, principles, means and tools for the implementation of international monetary and financial and credit relations.

PH15. Determine the functional features, nature, level and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

PH17. Determine the reasons, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of their solution at the international level, defending the national interests of Ukraine.

PH19. Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.

PH21. Understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both state and foreign languages.

PH23. Recognize the need for lifelong learning in order to maintain a high level of professional competence.

PH24. Substantiate the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring world markets.

PH25. Present the results of the research on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

## **Competencies**

3K 6. Ability to communicate in foreign languages.

3K 10. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge / types of economic activity).

3K 11. Ability to work in a team.

CK8. The ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.

CK 14. Ability to communicate at the professional and social levels using professional terminology, including oral and written communication in state and foreign languages.

CK 16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

**Internationality:** For the past several decades, English has grown into the primary language for international communication. Just like people, companies in today's economy find that their primary source of competitive advantage lays in the knowledge they possess. Nowadays, people not only need to know English, but they need to develop a

range of communicative language competences in order to be able to perform their job-related tasks properly.

## **Communications**

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

## **Student Responsibilities**

### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

## **Grading Policy**

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

## **Graduate Grading Guidelines**

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

### **Course-level Grading guidelines:**

<b>Grade</b>	<b>ECTS Grade</b>	<b>International Grade</b>
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)

70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

### Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points – 200 points incl. (Midterm and Final exam are 60% of overall evaluation, where Midterm – 20% and Final – 40%)

Test / Assignment / Project – 80 points (several times during the course)

Midterm exam – 40 points

Final exam – 80 points

### Student Workload

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work presentations, tests and quizzes.

Please pay attention that 1 academic hour equals to 40 minutes.

### Assignment Format

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (weeks 1-7). It included multiple choice questions and cases (essays) and took about 1.5 hours.

- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.5 hours. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

## **Academic dishonesty**

Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

1. Plagiarism – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.
2. Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.
3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. Fabrication – altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean's office) and on UACU's computer/laptop or online on the student's computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

Submission or retaking of any assessment activities after deadlines are forbidden.

## **Submission & Return Policy**

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

\*\*\*\* NO MAKE –UP QUIZZES AND EXAMS \*\*\*\*

## **Schedule**

<b>Lecture #</b>	<b>Research Projects</b>	<b>Assignments Due</b>	<b>Points</b>
Lecture 1	Topic Introduction to Business Course. The definition of international management. Management functions: planning, organizing, leading, controlling. The role of managers: interpersonal roles, information roles, decision roles.		
Lecture 2	Topic Management styles. Organization structure: functional, divisional, matrix. International organizations. Working across frontiers.	Market Leader Unit 7, pp. 66-69 Professional English in Use (Management) p. 11	3
Lecture 3	Topic Company types and corporate governance: sole trader, partnership , limited company (public limited company, private limited company). The general role of the Board. Corporate governance: different models: Anglo-American, European/Japanese, East Asian/Latin.	Business Vocabulary Builder pp. 14-15  Writing a paragraph to compare different models of governance	3
Lecture 4	Topic Strategic alliances. International mergers and acquisitions (M&A). Advantages and disadvantages of acquisitions for employees, customers, suppliers, shareholders, product and services.	Market Leader pp.112-114 Professional English in Use (Management) pp.72-73 Quiz 1	3
Lecture 5	Topic Business partnerships. Acquiring a green business. Work on the article 'Green targets. Case Study pp. 118-119 Market Leader.	Market Leader p. 115 Team work 1.	5
Lecture 6	Globalization. The definition of globalization. Listening to the interview about advantages and disadvantages of globalization. Multinational cooperation.	Professional English in Use (Management) pp. 62-63, p.85 Quiz 2	3
Lecture 7	Topic Managing across cultures. Cross-cultural problems. Overcoming cultural barriers worldwide.	Market Leader. Working across cultures (Unit 1, pp. 4-7) Team work 2	4

	MIDTERM Exam		40
Lecture 9	Topic Human resources management.  Human resources terms. Determining staffing needs. Compensation & benefits. Worker-management relations. Training & development. Making appointments.	Quiz 3	3
Lecture 10	Topic Recruitment and selection Recruitment and selection process in different business environments across the world. Job advertisements. Writing Resume and Cover letters.	Writing Job Advertisement, Resume, Cover Letter	5
Lecture 11	Topic Job interview. Types of job interview. Specific features of job interview across the cultures.	Making a video of job interview	10
Lecture 12	Topic Making appointments. Job satisfaction. Staff motivation. International careers.	Market Leader pp. 44-51 Unit 5 "Job Satisfaction" Quiz 4	4
Lecture 13	Topic International meetings. Types of business meetings. The structure of a successful meeting. The useful language. Brainstorming. Agenda and Action minutes (writing file Market Leader p. 130)	Quiz 5	3
Lecture 14	Meetings – revision.	Team work 3	10
Lecture 15	Topic Team-building in international environment. Tips for team building. A leader's role in a team. Resolving conflicts.	Quiz 6	4
Lecture 16	Topic Company presentation	Making company presentation	
	Final test		80

## Recommended Materials

1. Market Leader Upper-Intermediate. 3<sup>rd</sup> edition. Business English Course Book.
2. Business Vocabulary Builder. Paul Emmerson.
3. Professional English in Use. Management. Arthur Mckeown & Ros Wright.
4. English for presentations.
5. English for meetings.

6. Market Leader. Working across cultures.
7. Oxford Handbook of Commercial Correspondence. New edition. A. Ashley.
8. Business Partner. Coursebook B2+. Pearson.

*\* The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 1 від 22.01.2022 року

Проректор з навчально-методичної  
роботи



Л.І.Кондратенко

Завідувач кафедри



Г.А.Бевзо

Викладач



В.Д.Журавльов

