



Business English I

Syllabus

Specialty: 073 “Management”
Educational program “Business Administration
in Management and International Business”

Quarter/Year: Fall/2022

Instructor: Lesya M. Ishchuk

ECTS Credits: 6

US Credits: 3

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Prerequisites: -

Course Description

The purpose of the course 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.

Course Outcomes

Upon successful completion of this course, students will know the theoretical background of Business English – terminology, definitions, process, etc. Students will be able to conduct business communication internationally, write formal letters and e-mails, make business presentations, take part in meetings in international business environment, etc.

Internationality

The international aspect of the course includes formation of soft skills required to work in the international business environment. 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. The student's grade 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:

Grade	ECTS Grade	International Grade
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 – **300** points incl. (Midterm and Final exam are **60%** of overall evaluation, where Midterm – 20% and Final – 40%))

- Teamwork 1 – 10 points
- Teamwork 2 – 10 points
- Project 1 – 15 points
- Project 2 – 25 points
- Quizzes – 60 points (several times during the course)
- Midterm exam – 60 points
- Final exam – 120 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 includes preparation to classes, working in teams, preparing projects, reports etc.

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 covers topics from previous lectures (weeks 1-7). It includes multiple choice questions and cases (essays) and takes about 1.5 hours.
- The Final exam covers all course material and includes multiple choice questions and cases (essays). It lasts 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

Lecture #	Research Projects	Assignments Due	Points
Lecture 1	Forms of <u>Communication</u>. Objectives of the course. Features of international <u>communication</u> . Forms of <u>communication</u> . Dealing with <u>communication</u> breakdown (Telephoning).	<u>Quiz 1</u>	5
Lecture 2	Cultural Differences in <u>Communication</u>. Change and <u>communication</u> . Different ways of communicating in international business environment.	<u>Quiz 2</u>	5
Lecture 3	Customer Relationship Management. International CRM. Customer service. Customer satisfaction.	Teamwork 1	10
Lecture 4	Marketing Principles. The marketing mix. Marketing strategy and marketing plan. Market segmentation.	Quiz 3	5

Lecture 5	International Marketing. Brands. Brands and branding. Global brands.	Quiz 4	5
Lecture 6	International Advertising. Outdoor advertising. TV & radio advertising. Advertising techniques. Public relations. Product promotion.	Quiz 5	5
Lecture 7	Product Presentation. Project 1	Presentation 1	15
	Midterm 20% out of total amount of points for the course		60
Lecture 8	Business Ethics. Ethical behavior in different cultures.	Quiz 6	5
Lecture 9	Negotiating Styles Around the World. Types of negotiation. Bargaining.	Quiz 7	5
Lecture 10	Risk Management. Types of risks. Financial planning. Risk management, investment, and insurance.	Teamwork 2	10
Lecture 11	Company Finance. Income statement. Balance sheet. Cash flow statement.	Quiz 8	5
Lecture 12	Stock Market. World stock markets.	Quiz 9	7
Lecture 13	International Trade.	Quiz 10	7
Lecture 14	Crisis Management. Tackling business issues around the world. Assessing risk.	Quiz 11	6
Lecture 15	Company Presentation. Project 2	Presentation 2	25
	Final 40% out of total amount of points for the course		120

Recommended Materials

1. Business English Handbook by Paul Emmerson.
2. Business Grammar and Usage. Market Leader. Business English. Peter Strutt
3. Business Vocabulary Builder. Intermediate to Upper-Intermediate: The Words and Phrases You Need to Succeed by Paul Emmerson.
4. [Communication](#) for Business and the Professions. Patricia Hayes Andrews.
John E. Baird Jr.

5. Market Leader Upper-Intermediate. 3rd edition. Business English Course Book by David Cotton, David Falvery, Simon Kent.
6. Market Leader. Logistics Management by Adrian Pilbeam, Nina O'driscoll.
7. Model Business Letters, E-mails & Other Business Documents. Shirley Taylor.
8. Professional English in Use. Marketing by Cate Farrall, Marianne Lindsley.
9. Professional English in Use: Management by Arthur Mckeown, Ross Wright.
10. Test Your Professional English: Accounting by Alison Pohl.
11. Test Your Professional English: Finance by Simon Sweeney.
12. Test Your Professional English: Marketing by Simon Sweeney.

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

Протокол засідання кафедр № 4 від 23.08.2022 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Г.А.Бевзо

Викладач



Л.М.Іщук