



## **Business English II**

### **Syllabus**

### **B3II 1.3**

### **COMM-112**

Quarter/Year: Fall /2022

ECTS Credits: 6

Instructor: Lesya M. Ishchuk

US Credits: 3

Contact information: [lesya.ishchuk@uacu.edu.ua](mailto:lesya.ishchuk@uacu.edu.ua)

Prerequisites: Business English I

### **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**

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.

PH10. Identify and highlight the features of the functioning of the subjects of international relations and models of their economic development.

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.

PH20. Defend the national interests of Ukraine, taking into account the security component 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.

## **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:** 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. 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:**

<b>ECTS grade</b>	<b>Requirements for the student</b>
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;
C	processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
D	The student showed mediocre knowledge of the core program
E	material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
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 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 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

Lecture #	Research Projects	Assignments Due	Points
Lecture 1	<b>Forms of <u>Communication</u>.</b> Objectives of the course.	<u>Quiz 1</u>	5

	Features of international <u>communication</u> . Forms of <u>communication</u> . Dealing with <u>communication</u> breakdown (Telephoning).		
Lecture 2	<b>Cultural Differences in <u>Communication</u></b> . Change and <u>communication</u> . Different ways of communicating in international business environment.	<u>Quiz 2</u>	5
Lecture 3	<b>Customer Relationship Management.</b> International CRM. Customer service. Customer satisfaction.	Teamwork 1	10
Lecture 4	<b>Marketing Principles.</b> The marketing mix. Marketing strategy and marketing plan. <u>Market segmentation</u> .	Quiz 3	5
Lecture 5	<b>International Marketing. Brands.</b> Brands and branding. Global brands.	<u>Quiz 4</u>	5
Lecture 6	<b>International Advertising.</b> Outdoor advertising. TV & radio advertising. Advertising techniques. Public relations. Product promotion.	<u>Quiz 5</u>	5
Lecture 7	<b>Product Presentation.</b> Project 1	Presentation 1	15
	<b><u>Midterm</u></b> <b>20% out of total amount of points for the course</b>		60
Lecture 8	<b>Business Ethics.</b> Ethical behavior in different cultures.	Quiz 6	5
Lecture 9	<b><u>Negotiating Styles Around the World.</u></b> Types of negotiation. Bargaining.	Quiz 7	5
Lecture 10	<b><u>Risk Management.</u></b> Types of risks. Financial planning. <u>Risk management</u> , investment, and insurance.	Teamwork 2	10
Lecture 11	<b>Company Finance.</b> Income statement. Balance sheet. Cash flow statement.	Quiz 8	5
Lecture 12	<b><u>Stock Market.</u></b> World stock markets.	Quiz 9	7

Lecture 13	<b>International Trade.</b>	Quiz 10	7
Lecture 14	<b>Crisis Management.</b> Tackling business issues around the world. Assessing <u>risk</u> .	Quiz 11	6
Lecture 15	<b>Company Presentation.</b> Project 2	Presentation 2	25
	<b>Final</b> <b>40% out of total amount of points for the course</b>		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. 3<sup>rd</sup> 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



О.М.Іщук