



BUSINESS ENGLISH I
Syllabus
ВЗП 1.2
COMM-111

Quarter/Year: Fall/2023

ECTS Credits: 6

US Credits: 3

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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

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.

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

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.

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.

PH22 Apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

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

Competencies

3K6. Ability to communicate in foreign languages.

CK10. Ability to justify the use of legal, economic and diplomatic methods (instruments) for resolving conflict situations at the international level.

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 lies 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 the given e-mail or via Moodle chat. In the Subject line, they should put UACU_FirstName_LastName. E-mail messages will normally be answered within 24 hours.

Note: Only e-mails from the student's corporate email address will be answered.

Attention! Official and only language used for assessment activities is English.

Official and only languages used for communication within the University are Ukrainian and English.

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). 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 names 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 minimum 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 the 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%)

Quiz 1 - 3 points

Topic discussion - 3 points

Quiz 2 - 3 points

Teamwork 1 - 5 points

Quiz 3 - 3 points

Teamwork 2 - 4 points

Midterm exam - 40 points

Quiz 4 - 3 points

Writing assignment - 5 points

Job interview - 10 points

Quiz 5 - 4 points

Quiz 6 - 3 points

Teamwork 3 - 10 points

Quiz 7 - 4 points

Company presentation - 20 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 includes preparation for each session, working in teams, preparing case studies, working with vocabulary, making presentations, getting ready for role plays.

Please pay attention that 1 academic hour equals 40 minutes.

Assignment Format

- All work should be shown on time. If the student misses the deadline – the task is considered 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 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, correct answers and information on 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 a 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. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).
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

Week #	Topics	Assignments	Points
Lecture 1	<p>Topic Introduction to Business English Course. The definition of international management. Management functions: planning, organizing, leading, controlling. The role of managers: interpersonal roles, information roles, decision roles.</p>		
Lecture 2	<p>Topic Management styles: autocratic, centralizing, directive, empowering, hands-on task-oriented, collaborative, controlling, delegating, democratic, people-oriented, laissez-faire. Organization structure: functional, divisional, matrix. International organizations. Working across frontiers.</p>	Managerial roles - Quiz 1	3
Lecture 3	<p>Topic Company types and corporate governance: sole trader, partnership (UK and US), 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.</p>	Organizational structure - Topic discussion	3
Lecture 4	<p>Topic Strategic alliances. International mergers and acquisitions (M&A). Advantages and disadvantages of acquisitions for employees, customers, suppliers, shareholders, product and services.</p>	Market Leader pp.112-114 Professional English in Use (Management) pp.72-73 Quiz 2	3
Lecture 5	<p>Topic Business partnerships. Acquiring a green</p>	Market Leader p. 115 Teamwork 1.	5

	business. Work on the article 'Green targets'. Case Study pp. 118-119 Market Leader.		
Lecture 6	Topic 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 3	3
Lecture 7	Topic Managing across cultures. Cross-cultural problems. Overcoming cultural barriers worldwide.	Market Leader. Working across cultures (Unit 1, pp. 4-7) Teamwork 2	4
	Midterm Exam (20% out of total amount of points for the course)		40
Lecture 8	Topic Human resources management. Human resources terms. Determining staffing needs. Compensation & benefits. Worker-management relations. Training & development. Making appointments.	Quiz 4	3
Lecture 9	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 10	Topic Job interview. Types of job interview. Specific features of job interview across the cultures.	Presenting/Making a video of a job interview	10
Lecture 11	Topic Making appointments. Job satisfaction. Staff motivation. International careers.	Market Leader pp. 44-51 Unit 5 "Job Satisfaction" Quiz 5	4
Lecture 12	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 6	3
Lecture 13	Topic Meetings – revision.	Teamwork 3	10
Lecture 14	Topic Team-building in international environment.	Quiz 7	4

	Tips for team building. A leader's role in a team. Resolving conflicts.		
Lecture 15	Topic Company presentation	Making company presentation	20
	Final Exam (40% out of total amount of points for the course)		80
			200

Recommended Materials

1. Market Leader Upper-Intermediate. 3rd edition. Business English Course Book.
2. Business Vocabulary Builder. Paul Emmerson. Macmillan.
3. Professional English in Use. Management. Arthur Mckeown & Ros Wright.
4. English for presentations. Marion Grussendorf. Oxford.
5. English for meetings. Kenneth Thompson. Oxford.
6. Market Leader. Working across cultures. Adrian Pilbeam. Pearson
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 № 4 від 22.08.2023 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Г.А.Бевзо

Викладач



О.М.Ішук



