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| Course title | Business English Communication (Intermediate Level) |
| Lecturer | Determined later |
| Lecturer's email address | |
| Hours | 30 |
| ECTS | 5 |
| Academic year | 2020/2021 |
| Semester | Winter / summer |
| Content | <p>The course is structured around the following themes:</p> <ul style="list-style-type: none"> • corporate culture (company organizational structures, legal forms, etc.) • customer support • marketing mix (incl. brands) • careers (a job search, writing CVs and covering letters, job interviews, etc) • making deals (incl. e-commerce) • mergers and acquisitions • international trade (incl. methods of payments) • logistics (inc. terms of delivery) • business strategy • corporate leadership |
| Learning outcomes | <p>At the end of the course the learner is expected to be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of the key areas in contemporary business • understand business-related information derived from different sources and provided in various formants. • identify various purposes and factions of business communication and demonstrate writing and speaking skills to achieve specific goals in business situations • recognize, understand and use English business terminology in both oral and written communication contexts |
| Selected literature | <ul style="list-style-type: none"> • Allison, J., Emmerson, P.: The Business 2.0: B1 + Intermediate. Macmillan Education, 2013 • Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., Write, L.: Business Partner B1+. Person Education Limited, 2018 • Mascull, B.: Business Vocabulary in Use: Intermediate. Cambridge University Press, 2018 |
| Teaching tools/methods | <p>The course is based on communicative approach to language teaching and learning. The content is designed to enable course participants to achieve the learning outcomes and develop the competences described above. Teaching and learning methods used during the course will include:</p> <ul style="list-style-type: none"> • direct teaching during introductory and explanatory stages |

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| | <ul style="list-style-type: none"> • cognitive (reflective and analytical acquisition of business terminology) • communication (special emphasis is placed on students' active participation in discussion and communicative tasks such as role playing in various typical situations, working in pairs and groups) • project-based learning (planning activities, collecting materials on a specific topic, public presentations) |
| Form of examination | <ul style="list-style-type: none"> • vocabulary tests • written and spoken students' output • continuous assessment (incl. teacher's observations, peer assessment, self-assessment, active participation in classes) • graded presentations • a end-of-semester final test covering vocabulary, reading and listening skills |