

1. Course (module) title	2. Code
Business English (I)	N100VEV12BNEV006

3. Lecturer (s)	4. Department(s)
Coordinator: Lect. Dr. Kristina Stankevičiūtė Other (s):	KSU Business School

5. Course level	6. Course (module) level	7. Course (module) type
First	First	Obligatory

8. Implementation form	9. Implementation period	10. Implementation language
Full-time	Semester I	English

11. Requirements for students	
Preliminary requirements:	Other requirements (if applicable):
General English B2	-

12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	90	30	60

16. Course (module) purpose: competences developer by the course programme
a) students' capacity to communicate effectively in English, in written and oral form; b) students' capacity to deepen their knowledge in the field of business and business management by reading literature in English, as well as to provide adequate solutions.

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
1. Students will be able to communicate effectively and professionally in English in oral and written form.	- will be able to find, evaluate and systematise the information about business and management;	Topic presentations; Discussions.	Evaluation of written works; Evaluation of presentations; Tests;
	- will be able to prepare and deliver an oral presentation in English;	Case study; Work in groups; Presenting.	Evaluation of written work; Examination
	- will demonstrate knowledge of English in formal and informal situations; - will be ready to work with information of business and management in English.	Individual and team work; Reading and discussing business information in English.	Evaluation of presentation

18. Course content		
Topics	Contact work hours and learning	Time of independent

	method							studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. Introduction. The importance of creativity in contemporary society. Do schools kill creativity?			4				4	8	Analyse the main terms and their English definitions. Listening task (listen to a TED talk and answer the questions).
2. Management. What is management? What makes a good manager? Managing a business. Character and personality.			4				4	8	Reading, analysing texts about work and motivation from the textbook. Lexical exercises from other sources.
3. Work and motivation. Attitudes to work. Managers and motivation. How to find the job you love.			4				4	8	Reading, analysing texts about work and motivation from the textbook. Lexical exercises from other sources. Listening task (listen to a TED talk and answer the questions).
4. Company structure. Wikinomics and the future of companies. Large and small companies. Making a presentation.			2				2	4	Reading, analysing texts about company structure from the textbook. Lexical exercises from other sources. Discussion.
5. Managing across cultures. Managers, authority and cultural diversity.			4				4	8	Reading, analysing texts

Intercultural communication. Cultural differences.									about intercultural management from the textbook. Lexical exercises from other sources. Discussion.
6. Production. Capacity and inventory; 'The Dell Theory of Conflict Prevention'. Purchasing and low-cost manufacturing. Industries: from manufacturing to service. Technology of the future.			4				4	8	Reading, analysing texts about work and motivation from the textbook. Lexical exercises from other sources.
7. Logistics. Pull and push strategies; supply-chaining. Inventory and supply-chains. Risk analysis. Traffic and driving. Travel and accomodation.			4				4	8	Reading, analysing texts about work and motivation from the textbook. Lexical exercises from other sources.
8. Quality. Total Quality Management. Customer care and quality.			4				4	8	Reading, analysing texts about work and motivation from the textbook.
Total	0		30				30	60	

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Presentation and individual homework evaluations	25 %	During the semester	Students prepare individual presentations on a selected business topic. All presentations are evaluated in the scale from 0 to 10. Maximum evaluation is 10. Individual homework tasks are evaluated in the scale from 0 to 10. Maximum evaluation is 10.
Homereading (business literature)	20 %	During the semester	Students read a business magazine in English and present the magazine to the lecturer orally. All presentations are evaluated in the scale from 0 to 10. Maximum evaluation is 10.
Progress tests and final test	55 %	During the semester and the exam	Test and final test tasks may be various: multiple choice, term and definition selection, finding synonymous/ antonymous words,

		session time	explaining business terms and phenomena.
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20. Sources of study, literature
Mandatory sources of study, literature
<ol style="list-style-type: none"> 1. Ian MacKenzie. English for Business Studies. Cambridge University Press, 2011 2. David L. Bodde, Caron H. St. John. Chance and Intent: Managing the Risks of Innovation and Entrepreneurship. McGraw-Hill, 2012 3. Sue Robbins. Business Vocabulary in Practice. Collins Cobuild, 2006 4. David Cotton, David Falvey, Simon Kent. Market Leader. Upper Intermediate Business English. Longman, 2009 5. Adrian Pilbeam. Market Leader. International Management. Longman, 2000 6. John Allison with Paul Emmerson. The Business. MacMillan, 2007 7. Adrian Wallwork. Business Vision. Oxford University Press, 2003 8. Paul Emmerson. Business Grammar Builder. MacMillan, 2002
Additional sources of study, literature
<ol style="list-style-type: none"> 1. Christine Johnson. Market Leader. Banking and Finance. Longman, 2001 2. Simon Clarke. In Company. MacMillan, 2002 3. Carolyn M. Seefer, Mary Ellen Guffy. Business English. South-Western College Pub., 2010 4. Tom Rath, Barry Conchie. Strength- Based Leadership. Gallup Press, 2009 5. Alicia Abell. Business Grammar, Style and Usage. Thompson West, Aspatore Books, 2003 6. Peter Strutt. Market Leader. Business Grammar and Usage. Longman, 2000 7. David Nour. Relationship Economics: Transform Your Most Valuable Business Contact Into Personal and Professional Success. Wiley, 2011