



**LAC Course “Business English and Etiquette.”**  
**Department of Intercultural Relations and Foreign Languages**

*Study Course approval date: 22.12.2016*

**General information**

Code	MākZ3D76 ; MākZ3D77
Course title	Business English and Etiquette
The status of the course in the programme	Compulsory
Course level	Undergraduate studies
Course type	Academic
Field of study	Arts
Teacher	Ingrīda Keviša - Dr.philol., Docent
Credit points	PART 1 + PART 2, 8.0 creditpoints; 12.0 ECTS
Language of Instruction	EN
Abstract	<p>This is a practical Business English course that has been designed to help students enhance both receptive and productive business communication skills in the English language in four skill areas – listening, reading, speaking and writing. Students improve their reading skills working with authentic texts of various genres, expand their vocabulary, familiarize themselves with the characteristic features of business discourse, develop their speaking skills in various situations concerning business communication: job interviews, telephone calls, meetings, presentations, discussions, etc., as well as acquire the rules of business etiquette and get an insight in cultural differences and their impact on business communication. The purpose of grammar and writing tasks is to consolidate the use of correct grammatical forms in the English language in speech and writing, as well as improve students’ writing skills producing various business documents: e-mail messages, letters, reports, proposals, minutes, essays, etc.</p>
The aim and objectives in terms of competencies and skills	<p>The aim of the course is to develop students’ communicative competence by advancing communications skills in the English language that are essential and relevant for professional business environment, to reach a higher level of the language proficiency (B2+ or C1) according to the Common European Framework for Languages, as well as to develop students’ socio-cultural competencies.</p>
Structure and tasks of independent studies	<p>To read, analyse, interpret and discuss original business texts in English related to the themes covered in the course;</p> <ul style="list-style-type: none"> <li>- to do practical lexical and grammatical exercises to acquire new terminology, as well as lexical and grammatical structures;</li> <li>to analyse the style of public speeches and business presentations in English;</li> <li>- to write certain business texts: e-mail messages, letters, CV and cover letters, information sheets, advertisements, reports, project proposals, press releases, etc.</li> <li>- to prepare presentations and talks on the assigned topics;</li> <li>- to search for information, evaluate various sources of information, synthesize arguments presented in various sources in order to accomplish tasks assigned in the course.</li> </ul>

<p>Literature</p>	<p><b>Course materials:</b>  <b>Cotton D., Favley D., Kent S. (2011). Market Leader. Third Edition. London: Pearson Longman. (Main text)</b></p> <ol style="list-style-type: none"> <li>1. Brieger, N. (2011). Collins English for Business, Writing. London: Collins.</li> <li>2. Burton, G. (2013). Presenting. Deliver presentations with confidence. Academic Skills Series. London: HarperCollins Publishers.</li> <li>3. Cotton, D. et. al. (2015) New Language leader. Harrow: Pearson Education Limited.</li> <li>4. Emmerson, P. (2013). E-mail English. MacMillan Publishers.</li> <li>5. Mckeown, A., Wright, R. Management. Professional English in Use. Cambridge University Press.</li> <li>6. Pilbeam, A. (2003). Market Leader. International Management. Longman.</li> <li>7. Robinson, N. (2010). Cambridge English for Marketing. Cambridge University Press.</li> <li>8. Strutt, P. (2013). English for International Tourism. New Edition. Harlow: Pearson.</li> <li>9. Williams, E. (2008). Presentations in English. Oxford: Macmillan Publishers.</li> </ol> <p><b>Additional literature:</b></p> <ol style="list-style-type: none"> <li>10. Bond A. 1998. Over 300 Successful Business             <ol style="list-style-type: none"> <li>1. Comfort J. (1995). Effective Presentations. Oxford: Oxford University Press.</li> <li>2. Godwin J., Lyn S. (2005). Test Your Business Vocabulary in Use. Advanced. Cambridge: Cambridge University Press.</li> <li>3. Jackson T., Jackson E. (1996). The New Perfect Resume. Doubleday.</li> <li>4. Longman Business English Dictionary. Harlow: Pearson Education Limited.</li> <li>5. Mackenzie, I. (1997). Management and Marketing. London: LTP Publishers.</li> <li>6. Over 300 Successful Business Letters for All Occasions. Barron's Educational Series.</li> <li>7. Robbins, S. (2004). Collins Cobuild Business Vocabulary in Practice. Harper Collins Publishers.</li> </ol> </li> </ol>
<p>Course prerequisites</p>	<p>The course is intended for students who have reached the level of an independent user in the English language (B1+ or B2).</p>

*Course Outline*

Theme	No of hours
<b>PART 1</b>	
1. Introduction. Who is a good communicator? The basic principles of successful oral communication. Making a good first impression.	2
2. E-mail pros and cons. Writing e-mail messages. The principles of e-mail etiquette. Typical mistakes. Formal, neutral and informal style.	4
3. Being polite and diplomatic in business correspondence. Case study: Dealing with communication problems.	4
4. Building relationships. Stereotypes and cultural differences. Adjectives. Describing cross-cultural experiences. Case study: networking.	6
5. A successful 21 <sup>st</sup> century organization. The key to success. Organizational profile. The new developments. Informative presentation. Presentation structure. Verb tenses and their usage.	4
6. Education and work in the 21st century. A discussion about choice and starting a career.	4

Language structures to express obligation, necessity, advisability. Skills and qualities. Writing a cover letter. Modal verbs (1).	
7. Education and work (cont.) A job interview. Job duties and responsibilities. Working conditions. Case study: Choosing an intern for UNESCO. Language structures to express direct and indirect questions.	4
8. Progress test.	2
9. Working in a team. Leader's role. Discussing the documentary: "Boss Women". Language structures for discussing, sharing opinions. Relationships with colleagues. Case study: Just a good friend?	4
10. Solving conflicts. Language structures to express complaints. Expressing apology. Avoiding conflict in e-mail communication. Writing a report: suggestions for solving a problem. Modals (2).	4
10. People and ideas. "8 ideas that changed the world." Business meetings. Expressing ideas, doubt, objections, suggestions.	4
11. People and ideas (cont.) Chairing meetings. Meetings in the multi-cultural environment. Discussions. The minutes of the meeting. Indirect speech.	4
12. A business presentation. Rhetorical techniques in the introduction. Using visuals in a presentation.	4
13. Rhetorical techniques how to attract the attention of the audience during a presentation. Handling questions.	4
14. Students' presentations (a proposal for a cultural project).	4
15. Review and consolidation of the covered material.	2
16. Final test.	2
<b>PART 2</b>	
1. Trends in tourism. A portrait of China. Expressing predictions. Describing statistical information by using visuals: charts, graphs, tables. Writing an informative report, describing statistics on tourism trends.	6
2. Trends in tourism (cont.). The new world of tourism. The use of articles with geographical names. Telephone etiquette.	4
3. Hotel. Telephone etiquette (cont.). Summarising visitors' complaints. Proposing solutions. Writing an informative report. Passive forms.	4
4. Marketing: "Is the client always right. Yes, she is." Discussion: international brands. Consumerism. Relative clauses. Writing a press release about the new product.	6
5. Social media. Case study: "The Genesis Valley project". Issues in the urban environment. Improving the image of the project. Conditional sentences.	4
6. Values in the contemporary world. The role of the media. Expressing emphasis.	4
7. Progress test.	2
8. Heritage. The BBC documentary "How Art Made the World". Expressing evaluation. Writing a review.	4
9. Architecture. Architectural styles. Students' presentations.	4
10. Museum. Case study: "Local Donnington man denotes museum collection". Artefacts. Designing the layout of the exhibition. Describing objects. The order of adjectives.	4
11. Celebrations and festivals in the cultural context. Writing a leaflet about a cultural festival. The case study: "Sounds of silence for Asian music festival". Looking for solutions in a crisis situation. Negotiating.	6
12. Writing a research essay. The research question. The structure of the essay, building and supporting arguments.	4
14. Writing a research essay (cont.). The synthesis of information, coherence and cohesion. Using sources.	4
15. Review and consolidation of the material.	2
16. Final test.	2

### *Learning outcomes and assessment*

Learning outcome	Assessment methods
<p>Having completed the course, a student will be able to:</p> <ul style="list-style-type: none"> <li>- to use language skillfully and appropriately in various business-related communicative situations and in professional activities;</li> <li>- to understand complicated business texts on various topics and grasp subtext;</li> <li>- to produce a clear, well-structured, detailed business-related text, observing the specific features of the genre and the principles of writing;</li> <li>- to observe the rules of business etiquette in business related communicative situations.</li> </ul>	<p>Class attendance and participation in class activities: 20%</p> <p>Completion of individual assignments: 20%</p> <p>Two tests during the semester: 40%</p> <p>Final test/examination: 20%</p>