

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	ENGLISH FOR BUSINESS PURPOSES II				
Course code (VAIS):	Valo2022				
Study programme:	Business Administration				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization course (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional course (Part B, optional)			
	<input type="checkbox"/>	Elective course (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	32	48
Course Author/ Tutor:	Selga Goldmane				
	Lecturer, Mg. philol.				
	selga.goldmane@va.lv				
	Consultation: according to the schedule for each semester				
Course Form:	Full time				
Study year, semester:	Year 1, Semester II				
Language:	English				
Prerequisites for the Course:	Suggested level of English – B2				
Course Summary:	The goal of the course is to enhance the students' competence level in English while acquiring English in specialty related (business and economics) and general topics at an advanced level; to develop their fluency and contextual accuracy at the appropriate level of formality; to activate their writing skills through training how to organise information accordingly, to master public speaking skills and apply them while performing in front of the audience; to activate discussion skills; to expand and activate vocabulary; to reinforce the knowledge of grammar and the use of language structures in new contexts and functions; to learn cross-cultural communication skills and be aware of the role of verbal and non-verbal communication in the context of cross-cultural communication.				
Course Methods:	Lectures, practical sessions, seminars, individual and group work, case studies, literature studies, text summaries, presentations, tests, final exam.				
Assessment:	Exam				
Requirements for Credits:	Attendance of lectures, active participation in practical sessions, all the independent and group assignments completed, all presentations done, all written assignments submitted in a timely fashion (adhering to the requirements), all tests should have a positive assessment (at least 51%), the final exam should have a positive assessment (the received grade – at least 4). The final grade consists of semester work (70%) and final exam (30%).				
Course Contents:	Persuasive communication, persuasive techniques. Various levels of language formality. Public speech. Marketing and advertising, product promotion. Language of advertising. Business ethics. Business related situations in film. Globalization. Environmental issues in business. Cross-cultural issues and communication.				
Learning Outcomes¹; the evaluation methods and criteria	Learning Outcomes			The evaluation methods and criteria	
	Knowledge				
	Students will know the techniques of persuasive communication.			Practical sessions, test, exam	
Students will understand functional differences between various levels of			Practical sessions, test, exam		

¹ <http://www.nki-latvija.lv/par-lki>

	language formality.	
	Students will know the necessary vocabulary to advertise a product or service.	Individual work, test, exam
	Students will know the features characterising a culture.	Individual work, presentation
	Skills	
	Students will be able to use persuasive communication techniques to develop a public speech and an advert.	Individual work, practical sessions, test
	Students will be able to independently structure their studies; use scientific research article data bases and other sources of information; adhere to requirements for applied writing and critical analysis assignments.	Literature studies, text summaries, seminars, all writing assignments
	Students will be able to explain the terms related to marketing and advertising industry in English.	All assignments
	Students will improve their presentation skills.	Seminars, presentations
	Competency	
	Students will be able to compare and evaluate cultural differences.	Seminars, case studies, presentation
	Students will be able to independently obtain, select and analyse information and use it in completing course assignments.	Seminars, case studies, critical analysis written work
	Students will be able to analyse situations in advertising field and provide solutions.	Presentations, case studies, critical analysis written work
	Students will understand and observe professional ethics.	All course assignments
Course Compulsory literature:	<ul style="list-style-type: none"> • G.Tullis New Insights into Business Longman 2001 • P. Strutt Market Leader Longman 2001 • Trappe Tonya. Intelligent Business Pearson Education Ltd 2005 (intermediate) 2006 (upper-intermediate) • M.Powell New Business Matters Thomle, 2005 • Mark Powel, Presenting in English, Language Teaching Publications 1997 • Teksti lasīšanai un analīzei no http://www.economist.com/ 	
Course additional literature:	<ul style="list-style-type: none"> • Public speeches for analysis • Differences in culture • Cultural differences in business 	
Course confirmation date:		
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Persuasive communication, persuasive techniques Structure of a public speech, analysis Controversial issues	10	16	Lectures, practical sessions, group work, speech analysis, test
	Advertising, marketing and product promotion Advertising language	12	16	Lectures, practical sessions, individual and group work, text



	Business situations in film			summaries, presentations, test
	Globalization; environmental issues Cross-cultural differences, communication and ethics in tourism Business in Latvia	10	16	Lectures, practical sessions, individual and group work, literature studies, presentations
	<i>Hours total:</i>	32	48	