



## RTU Course "Business English"

22333 SESMI Valodu docētāju grupa

### General data

Code	VID530
Course title	Business English
Course status in the programme	Compulsory/Courses of Limited Choice; Courses of Free Choice
Course level	Post-graduate Studies
Course type	Professional
Field of study	Languages
Responsible instructor	Sarmīte Kavala
Volume of the course: parts and credits points	1 part, 3.0 Credit Points, 4.5 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Abstract	An integrated speciality and research related Business English course intended to expand skills required for professional communication in the English language and to provide an understanding of the wide range of the usage of the English language and terminology in various specialty-related contexts.
Goals and objectives of the course in terms of competences and skills	The aim of the course is to expand integrated English language skills and competences in special professional field related contexts. The objectives of the course: To develop reading skills; To develop writing skills (text organisation, terminology and formulaic expressions); To develop discussion skills (analysis, argumentation etc.); To develop listening comprehension (audio and video recordings, discussions, professional communication); To improve accuracy of expression (grammatical structures and functional clichés).
Structure and tasks of independent studies	Students independently expand their terminology and improve their language skills by using the handouts and texts and video materials in the ORTUS system, the Internet and libraries. Students read specialty texts, gathering information and preparing business documents, presentations and essays.
Recommended literature	Pilbeam A., O'Driscoll N. Market Leader. Gore S. English for Marketing and Advertising. Oxford University Press.-2007 Grussendorf M. English for Presentations. Oxford University Press.-2007 Farrall C., Lindsley M. Professional English in Use. Marketing. Cambridge University Press.-2008 Emmerson P. Business English Handbook. Advanced. Macmillan Publishers Limited.-2007 Grussendorf M. English for Presentations. Oxford University Press.-2007 Mascull B. Business Vocabulary in Use. Cambridge University Press.-2004 Emmerson P. Business English Handbook. Advanced. Macmillan Publishers Limited.-2007 Angļu – latviešu starptautiskās uzņēmējdarbības terminu vārdaņca / English - Latvian Dictionary of International Business / I.Matisones un I.Blumfeldes redakcijā.-R: Apgāds Zvaigzne ABC, 2006
Course prerequisites	English language courses acquired during the Bachelor's studies

### Course outline

Theme	Hours
Presentations and Negotiations	2
Market Research	4
Marketing Strategy	4
Customer Relationship Management	6
Finances	4
Transport and Distribution	4
Promotion	4
Advertising and Public Relations	4
Marketing Ethics	4
Sustainable Development and Environment	6
E-Commerce	4
The Future of Business	2

### Learning outcomes and assessment

Learning outcomes	Assessment methods
Able to read with understanding texts in specialty using the terminology acquired, to answer questions, to summarize a text and provide their own opinion about the text.	During classes the lecturer's comments on the accuracy of responses. In the final test reading skills are assessed as passed.
Able to express their views in writing on various aspects of their specialty, to summarize information, to write essays and business documents.	Assessed as passed. Independent written work is a necessary precondition for the admission to the final test. In the final test writing skills are assessed as passed.

Able to make presentations in their specialty, to use PowerPoint when preparing presentations.	Assessment as passed. Preparing presentations and giving them to the audience is a necessary precondition for the admission to the final test.
Able to participate in discussions related to their specialty, expressing their views and listening to and analyzing different views expressed by others.	During classes the lecturer's comments on the participation in discussions. In the final test speaking skills are assessed as passed.
Able to understand audio and video recordings related to their specialty, to prepare and answer questions about the information heard.	During classes the lecturer's comments on the accuracy of responses. In the final test listening skills are assessed as passed.
Able to express themselves in a grammatically correct language both in writing and speaking.	During classes the lecturer's comments on the accuracy of responses. In the final test language use assessment is integrated into the other language skill assessments.
Able to understand the terminology in texts in specialty, to use terminology when making comments on texts, preparing business documents, essays and presentations.	In the final test terminology assessment is integrated into the other language skill assessments.

***Study subject structure***

Part	CP	ECTS	Hours per Week			Tests			Tests (free choice)		
			Lectures	Practical	Lab.	Test	Exam	Work	Test	Exam	Work
1.	3.0	4.5	0.0	3.0	0.0	*					