

National Research Mordovia State University (MRSU)	
Faculty of Foreign Languages	
S Y L L A B U S	
Course Name	Business English
Degree Programme	Master of Philology (Track “English for International Business”)
Year of Study	1-2 years
Semester	Autumn – Spring - Autumn
ECTS (36 hrs per ECTS)	9 (324 hrs)
Instructor(s)	Prof. Elena Babenkova, Associate Professor, Department of English Philology, Faculty of Foreign Languages
Language of Instruction	English
Course Requirements	The required level of English is B2.
Course Overview	The course is designed to develop a command of Business English to enable Master degree students fulfill communicative tasks in the professional area. It covers three semesters of the Master's programme. Semester 1 – Modules 1-4 Semester 2 – Modules 5-9 Semester 3 – Modules 10-12
Learning Outcomes	<p>Identification and description of the competences to be developed in this module:</p> <ul style="list-style-type: none"> • G4 Skills in the use of information and communication technologies for professional and academic interaction <ul style="list-style-type: none"> - Operates with the vocabulary describing change. - Makes a report with a chart illustrating change situations at a company. - Performs various search and research activities, processing and objectively analysing the information. - Knows how: <ul style="list-style-type: none"> to report information and ideas, to build a strategy to communicate in contents of the company’s being taken over, to use modern technologies and devices to solve communicational problems, to use business vocabulary appropriately, to discuss and respond to the issues in the articles. • G5 Ability to identify and analyse cultural diversity in global communication <ul style="list-style-type: none"> - Operates with the vocabulary describing cultural diversity. - Possess the skill to make presentations including: <ul style="list-style-type: none"> introducing a topic effectively linking and sequencing ideas concluding responding to questions

Course unit contents	<ul style="list-style-type: none"> • Module 1 (weeks 1-4). Brands. Production and outsourcing. Authentic products. • Module 2 (weeks 5-8). Travel. Likes and dislikes about travelling. Travelling on business. Business travel conversations. • Module 3 (weeks 9-13). Change. Attitudes to change in general and at work. Change management. • Module 4 (weeks 14-18). Organisation. Rank status symbols in order of importance. Flexibility in the workplace. Types of companies. Presenting. Presentation skills. Qualities of a good presentation. Delivering a presentation. Structuring a presentation. Using visuals. • Module 5 (weeks 1-3). Advertising. Discuss good and bad advertising practices. Create and present an advertising campaign. • Module 6 (weeks 4-6). Money. Discuss attitudes to money. Market speculations. Investments. Describing trends. Dealing with figures. • Module 7 (weeks 7-10). Cultures. The importance of cultural awareness in business. Doing business across cultures. Cultural differences in meetings. Inductive and deductive reasoning • Module 8 (weeks 11-14). Employment. Choose the most important qualities for job candidates. Describe bad experiences at work. • Module 9 (weeks 15-18). Trade. International trade. Talk about imported and exported goods. • Module 10 (weeks 1-6). Ethics. Problem solving. Discuss ethics at work. Discussing solutions to problems. Making suggestions. Devising a procedure for solving problems. • Module 11 (weeks 7-12). Leadership. Qualities of a good leadership. Profile of a leading chief executive. • Module 12 (weeks 13-18). Competition. Strategies to gain a competitive advantage. Negotiating. Expressions for negotiating. Sounding more diplomatic.
Course Structure	<ul style="list-style-type: none"> • Total number of contact hours: Seminars: 91 hrs Consultations: 5 hr • Self-study: 201 hrs
Teaching methods	Discovery learning, cooperative learning, practical learning, case studies, discussion, presentation, tests.
Grading System (including segment percentage)	<p>Grading is based on the activities covered within each part. The total of all tasks is 70%</p> <p>Semester 1</p> <ul style="list-style-type: none"> Module 1 Brands (19%) Module 2 Travel (17%) Module 3 Change (17%) Module 4 Organisation (17%) Final oral test (30%) <p>Semester 2</p> <ul style="list-style-type: none"> Module 5 Advertising (14%) Module 6 Money (14%) Module 7 Cultures (14%) Module 8 Employment (14%) Module 9 Trade (14%) Final oral test (30%) <p>Semester 3</p>

	<p>Module 10 Ethics (25%) Module 11 Leadership (25%) Module 12 Competition (20%) Final oral test (30%)</p>
Textbooks and Mandatory Reading	<ul style="list-style-type: none"> • In company (Intermediate) M. Powell. Macmillan. • Market Leader (Intermediate Business English) D. Cotton, D. Falvey, S. Kent. Longman. • Advanced Grammar in Use (3rd edition), Martin Hewings, Cambridge University Press. • English Vocabulary in Use (Upper-Intermediate and Advanced), Michael McCarthy & Felicity O'Dell, Cambridge University Press. • https://learnenglish.britishcouncil.org/business-english • https://www.businessenglishresources.com/ • https://www.learn-english-today.com/business-english/business-resources.html