

BUSINESS ENGLISH

Study subject code: 022982

- Abstract:** The aim of the study subject is to introduce the students with the basic Business English terminology and theory of business management, necessary to start a business or work in the company doing business internationally. The course provides theoretical basics of business management key fields: career management, starting business, company and product types, marketing and logistics. The professional practical training is based on business communication. After completion of the Business English course the students will be able to use the English language in business related international environment.

2. Volume in credits and hours:

Volume in credits	Lectures	Practical work, (classes, seminars) hours	Tutorials, hours	Self-study, hours	Total hours	Assessment
3	-	40	4	62	106	Written/oral quiz

3. Study subject topics:

No	Course content: the topics	Contact work hours		Self-study	Total hours of academic load
		Practical work (classes and seminars)	Tutorials		
1	Business correspondence in English.	2	1	4	7
2	Professional dialogues: making business contacts, business meetings, negotiations, trade fairs, job interviews. Business presentations.	15	1	2	18
3	Career and leadership	3		8	11
4	Starting business	3		8	11
5	Companies	3		8	11
6	Products and services	3		8	11
7	Trade	3		8	11
8	Basics of marketing	5	1	8	14
9	Basics of logistics	3	1	8	12
	Total:	40	4	62	106

4. Topics of practical-laboratory work:

- Business correspondence in English.
- Professional dialogues: making business contacts, business meetings, negotiations, trade fairs, job interview.
- Hiring new staff (Case study).
- Expanding business abroad (Case study).
- Product presentation.
- Marketing: Launching/relaunching a product.

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Study programme: Logistics

- 7. Presentations on business topics.
- 8. Presentations on business management topics.

5. Self-study assignment: Self-study Project “Company presentation”.

6. Assessment system of the learning achievements – summative assessment:

Assessment criteria					
Mid-semester tests		Self-study assignment		Written/oral quiz	
%	Grade/points	%	Grade/points	%	Grade/points
40	4.0	30	3.0	30	3.0
Total: 100% = 10 points (final grade)					

7. Language of instruction: English

Lecturer coordinating the subject

Simona Jankauskaitė