

Module card

I. GENERAL INFORMATION	
THE WITELON STATE UNIVERSITY OF APPLIED SCIENCES IN LEGNICA DEPARTMENT OF SOCIAL SCIENCES AND HUMANITIES	
Field	Philology
Module title	Business skills 1
Language of lecture	English
ECTS points	3
Preliminary conditions:	A student can understand extended speech and lectures, interact with a degree of fluency and spontaneity, can read articles and reports concerned with contemporary problems.
II. Education aims	
<p>Aim 1: Developing critical analysis skills of texts in English, interpretation, and understanding of business texts, introduction to economic issues, and specialized terminology.</p> <p>Aim 2: Improvement of business communication skills through active participation in business negotiations, group projects, discussions, presentations, case studies.</p> <p>Aim 3: Preparing students for the oral exam LCCI English for Business Level 3 (C1 CEF).</p> <p>Aim 4: To use the acquired knowledge and skills in practice.</p>	
III. Education outcomes	
<ol style="list-style-type: none"> 1. The student has a structured and detailed knowledge in the chosen language area: he/she is familiar with the rules of using modern English in business. 2. Student has a detailed knowledge of selected issues in the field of linguistics or literary studies, including the basic methods of analysis and interpretation of various cultural products characteristic of selected traditions, theories or research schools, and they know how to apply this knowledge in their professional activity. 3. In the selected language area: correctly uses language to communicate in a variety of situations, analyses a case study, suggests a solution to a problem, presents his/her findings to the group. 4. The student is able to communicate with specialists in the field of the studied specialization using Polish and foreign languages. 5. The student has a near-native knowledge of English at a proficiency level of C1 of the Common European Framework of Reference for Languages and knows a second foreign language at a level of at least B1 of the Common European Framework of Reference for Languages. 6. The student is able to effectively organize his work, interact in a group taking various roles in it. 	
IV. EDUCATIONAL METHODS	
<p>1. Methods of education: informative lecture (conventional), problem lecture, conversation lecture, problem method, situational, brainstorming, case study, discussion, exercises based on the use of various sources of knowledge, individual work.</p> <p>2. Didactic tools (means): multimedia presentations, source texts, documents, monolingual and bilingual dictionaries, examination tasks from previous years, the Internet, multimedia projectors.</p> <p>Assessment method: active participation in negotiation workshops, group projects, discussions, presentations, case studies, taking a negotiation final test, completing the project works 1, 2.</p> <p>Course completion form. Formative assessment criteria:</p> <ol style="list-style-type: none"> 1. Written knowledge test - evaluation criteria: <ul style="list-style-type: none"> • 91% - 100% - very good • 81% - 90% - good plus • 71% - 80% - good • 61% - 70% - Sufficient plus • 51% - 60% - Sufficient 	

- 50% and less – unsatisfactory

2. Oral knowledge test - evaluation criteria:

- **5.0 (very good)** - compose and articulate an independent statement on a given topic in a manner that demonstrates a full understanding of the question and knowledge of the topic; a thorough discussion of the issue; no language errors; no errors in composition;
- **4.5 (good plus)** - compose and articulate an independent statement on a given topic in a manner that demonstrates a full understanding of the question and knowledge of the topic; complete discussion of the issue; no language errors; no errors in composition;
- **4.0 (good)** - composing and articulating an independent speech on a given topic in a way that proves a full understanding of the question and knowledge of the topic; a full discussion of the issue; minor language errors; minor mistakes in composition;
- **3.5 (sufficient plus)** - attempt to compose and articulate an independent statement on a given topic in a way that demonstrates at least a partial understanding of the question and knowledge of the topic; comprehensive but superficial discussion of the issue; minor language errors; minor errors in composition;
- **3.0 (sufficient)** - attempt to compose and articulate an independent statement on a given topic in a manner that demonstrates at least partial understanding of the question and knowledge of the topic; partial discussion of the issue; minor language errors; minor errors in composition;
- **2.0 (insufficient)** – a failure to meet the criteria for the grade: sufficient (3.0).

3. An observation and evaluation of student attitudes resulting from:

- realisation of tasks prepared as part of exercises,
- engagement in group work,
- behaviour and activity during lectures and exercises,
- conducting a substantive discussion,
- the need for continuous personal and professional development.

Summative assessment criteria:

- an average of formative assessments

Student workload: 100 hours

V. MODULE TYPE AND CONTENTS

1. Basics of negotiation and negotiation strategies.
2. Negotiation and manipulation techniques.
3. Conflict in negotiations, its genesis, and methods of conflict resolution. Preparation for negotiations. Practising in setting up a meeting plan, agenda.
4. Presentation and consolidation of specialist phrases, vocabulary typical for business negotiations. Practical exercises in negotiation teams based on a case study 1. Negotiation workshop 1.
5. Negotiation workshop 2. Analysis of case study 2 - contract negotiation.
6. Negotiating terms of a Joint Venture. Case study 3.
7. Personal SWOT analysis. Self-presentation in the recruitment process. Presentation 1.
8. Recruitment and selection process. Case study 4.
9. Global strategy. Building the value of the company. Case study 5.
10. Marketing strategies in a modern organization. Case study 6.
11. Organisational culture and strategic leadership on the example of IKEA. Case study 7.
12. Brand rebranding. Expansion to foreign markets. Group project 1.
13. HR strategies. Talent management. Development of talent programmes. Group project 2.
14. Traditional versus online banking. Online shopping. E-business. Communication tasks. Consolidation of the syllabus content before the LCCI English for Business Level 3 oral exam.

VII. ECTS POINT BALANCE SHEET - STUDENT'S WORKLOAD

Category	Student's workload
Contact hours	32
Participation in workshops	30
Duty hours	2
Independent student's work	68
Preparation for the workshops	18
Preparation for the written knowledge test	15
Preparation for the oral knowledge test	15

Preparing the project	20
Total number of hours	100
ECTS points	3

VIII. Recommended literature

Basic literature:

1. Sweeney, S. (2003). *English for Business Communication 2nd Edition*. Cambridge: Cambridge University Press.
2. Trappe, T., Tullis, G. (2011). *Intelligent Business Advanced*. Harlow: Pearson Longman.
3. MacKenzie, I. (2019). *English for Business Studies: A Course for Business Studies and Economics Students*. Cambridge: Cambridge University Press.

Supplementary literature:

1. Dubicka, I., O'Keeffe, M. (2012). *Market Leader Advanced*. Harlow: Pearson Education Limited.
2. O'Keeffe, M. (2006). *Market Leader Advanced Practice File Book*. Harlow: Pearson Education Limited.
3. Naunton, J. (2005). *ProFile Upper Intermediate*. Oxford: Oxford University Press.
4. Cotton, D., Falvey, D., Kent, S. (2011). *Market Leader 3rd Edition Upper Intermediate*. Harlow: Pearson.
5. Trappe, T., Tullis G. (2014). *Intelligent Business Upper Intermediate*. Harlow: Longman.
6. Watkins, N. (2002). *Breakthrough Business Negotiation: A Toolbox for Managers 1st Edition*. Bonn: John Wiley & Sons Limited.
7. Watkins, N. (2005). *Sztuka Negocjacji w Biznesie*. Gliwice: OnePress.
8. Liraz, M. (2017). *How to Improve Your Leadership and Management Skills. Effective Strategies for Business Managers*. CreateSpace Independent Publishing Platform.
9. Crenshaw, D. (2011). *Time Management Fundamentals Multimedia DVD-ROM*. lynda.com, inc.
10. Lewis, R.D. (2006). *When Cultures Collide*. Boston: Nicholas Brealey Publishing.
11. Trompenaars, F., Voerman, E. (2010). *Servant Leadership Across Cultures*. Oxford: Infinite Ideas Limited.
12. Kotler, Ph., Keller, K. L. (2012). *Marketing Management Global Edition*. Harlow: Pearson.
13. Robbins, S. (2004). *Business Vocabulary in Practice 2nd Edition*. Collins Cobuild.
14. Jendrych, E., Wiśniewska H. (2012). *Business Matters*. Warszawa: Oficyna Wolters Kluwer Business.
15. McKellen, J. S. (2000). *Business English: General Usage*. Harlow: Longman.
16. Flinders, S. (2000). *Business English Advanced*. Harlow: Longman.
17. Wilson, Ph. (2001). *Angielski w biznesie czyli przewodnik po handlu finansach i bankowości marketingu i reklamie*. Warszawa: Philip Wilson.
18. Penc, J. (1997). *Leksykon Biznesu*. Warszawa: Agencja Wydawnicza Placet.
19. Ratajczak, P. (1990). *Business English Dictionary. Angielsko-Polski Słownik Biznesmena*. Rzeszów: Wydawnictwo Libra SC.
20. *Business English Dictionary*. (2003). Harlow: Longman.