

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Management and Business</i>	
Code: 7KIK/ENGM-ER/24	Course title: Business English for Managers
Type, scope and method of educational activity: Type of educational activity: Seminar Scope of educational activity: 2 classes per week, 26 classes per semester Method of educational activity: Combined	
Number of credits: 6	
Recommended semester: 1st year	
Study grade: Bachelor	
Prerequisites:	
Conditions for passing the course: Form of assessment: <i>graded credit</i> Continuous evaluation: <i>Course assessment and completion: presentation</i> <i>Final evaluation: test</i> <i>During the semester, students are required to meet the conditions of participation according to the Study Rules of The University of Presov and to actively work in seminars. Students are also required to develop a semester project involving the preparation of a presentation on a given topic and present this topic in class (50% of the final assessment).</i> <i>Final evaluation:</i> <i>At the end of the semester, students do the final test (50% of the final assessment, to pass the course, it is necessary to obtain a grade other than "FX" from the test, otherwise other conditions will not be considered). Completion of all the above conditions is mandatory.</i> <i>Success criteria (percentage expression of results in the evaluation of the course) are for the classification levels as follows: A: 100.00 – 90.00 %; B: 89.99 – 80.00 %; C: 79.99 – 70.00 %; D: 69.99 – 60.00 %; E: 59.99 – 50.00 %; FX: 49.99% and less. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: The course aims at providing insight into the area of business English for managers and interpersonal communication in various social and work situations. This information is essential for achieving success in society as well as at business meetings and it contributes to building a positive image of an individual and a company. Based on the acquired theoretical knowledge and examples (presentations) from the practice in the field of business and management, the graduate of the course is able to:	

Knowledge:

- define, interpret, and use terms in English for professions in management, business and economics in a written and oral way
- prepare and design a presentation on a given topic in the field of management and business
- adapt the content and formal side of the presentation according to the given criteria
- search, analyse, process, and edit information from the literature for the needs of presentation in the field of management and business
- create the structure of the presentation and adapt it according to the type of presentation and the given professional topic in the field management and business
- organize the individual parts of the presentation into a logical and meaningful whole
- assess and choose the right means of expression and style of communication in the presentation with regard to the specified topic and the given audience
- create the structure of a business letter, e-mail, document and adapt it according to the type of letter and the given issue in the field management and business

Skills:

- present information using technical and visual aids
- use adequate verbal and non-verbal means of communication in presentations
- use information and communication means in preparation and presentation
- evaluate and correct presentation errors
- interact, respond, and collaborate with the audience
- apply the acquired knowledge and experience in applying for a job
- apply the acquired knowledge in the position of sales manager in practice at meetings, in various work situations, and in communication with employees
- use the acquired knowledge in practice when communicating with clients and business partners in business negotiation

Competences:

- use presentation and communication skills in work situations and interpersonal communication in order to interact and function in different social contexts
- use their competencies in building working and business relationships and cooperation
- use presentation and communication skills in presenting the results of their work and evaluating the set goals
- demonstrate communication competencies and skills in planning their work and in the decision-making process in the performance of work in the field of management and business
- use communication and presentation skills in self-organization, expression, structuring, and use of time in interpersonal communication
- use the acquired presentation and communication skills for their qualification and professional growth

Course content:

- Introducing oneself – working experience
- Social communication – greetings, addressing, introducing, using titles, business cards
- Social communication at work – job interview, recruitment and employment
- Job interviews and careers – discussion, reading, writing and simulation relating to job interviews
- Writing a professional CV
- Writing motivation letters and recommendation letters
- Formal and Informal style of Communication – differences
- Business documents – invoices, agreements, invitation letters

- Presentation skills - how to make a good presentation
- The needs of a business traveller
- Business meetings and negotiation – preparing, achieving goals
- Banking and financial products
- Cross-cultural social manners – corporate social responsibility

Recommended literature:

1. ČAPKOVÁ, H. et al., 2015. English for Business and Economics 1, Vysoká škola ekonomická v Praze, Oeconomica, Praha. ISBN 978-80-245-2103-9.
2. ČAPKOVÁ, H. et al., 2016. English for Business and Economics 2, Vysoká škola ekonomická v Praze, Oeconomica, Praha. ISBN 978-80-245-2133-6.
3. ALLISON, J., EMMERSON, P. 2014. *The business 2.0*, B1 – Pre intermediate student's book. Macmillan 2014. ISBN 978-0-230-43780-7.
4. ROBERTS, R., BUCHANAN, H., PATHARE, E. 2015. *Navigate*. Oxford university press. ISBN 978-0-19-456563-9.
5. COTTON, D. a D. FALVEY., 2007. *Market Leader - upper-intermediate*. Pearson: Longman, ISBN 978-1-4058-1337-2.
6. MURPHY, R., 1997. *English Grammar in Use*. Cambridge: University Press. ISBN 05215287235.
7. MACKENZIE, I., 2006. *Professional English in Use: Finance*. Cambridge: Cambridge University Press . ISBN 978-0-521-61627-0.

Language which is necessary to complete the course: English

Notes:

40% of the load – active participation in seminars and lectures

30% of the load – preparation and presentation of a selected topic

30% of the load – preparation for a final test, final test

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

Course evaluation

Total number of students evaluated:

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers: Mgr. Eva Benková, PhD.

Date of last change: 22.04.2024

Approved by: Mgr. Lucia Dančišinová, PhD.