

COURSE DESCRIPTION

University: <i>University of Prešov</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
- Job interviews and careers – discussion, reading, writing and simulation relating to job interviews
- Training, recruitment and employment
- Working conditions
- Writing a professional CV, motivation and recommendation letters
- Formal and informal style of communication – differences
- Business documents – invoices, agreements, invitation letters

- Presentation skills - how to make a good presentation
- Building business relationships
- Meetings and negotiations, preparing, achieving goals
- Production, Purchasing and Logistics at a Company
- Cross-cultural social manners – corporate social responsibility

Recommended literature:

- BULLER, R. 2024. Real Business English B2. 21st century Skills at Work. SB. Delta Publishing.
- DANČIŠINOVÁ, L., 2020. English for Students of Management and Tourism. Prešov: Bookman, s.r.o.
- DANČIŠINOVÁ, L. a KOZÁROVÁ, I. 2023. Intercultural Communication: English Language for Managers. Prešov: Vydavateľstvo Prešovskej univerzity.
- HAIS, K., 2018. Anglická gramatika. Bratislava: SPN – Mladé letá.
- MASCULL, B., 2018. Business Vocabulary in Use: Intermediate. 3rd ed. Cambridge: Cambridge University Press.
- MURPHY, R., 2019. English Grammar in Use. 5th ed. Cambridge: Cambridge University Press.

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: doc. Mgr. Eva Benková, PhD.

Date of last change: 22.04.2024

Approved by: Mgr. Lucia Dančišinová, PhD.