

Subject card

Subject name and code	Business English I, PG_00166784						
Field of study	Cultural Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	2		ECTS credits		9.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Tillack				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	90.0	0.0	0.0	0.0	90
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	90		6.0		129.0	225
Subject objectives	The aim of the course is to improve reading and listening skills as well as speaking and writing skills on topics related to the world of business, enriching vocabulary and the range of lexical and grammatical structures used in Business English at the B2 level according to CEFR. The course also includes work on improving pronunciation according to the principles of English as a Lingua Franca and shaping grammatical correctness of students' written and oral statements. The course consists of the following components: Pronunciation & Speaking; Listening, Reading & Vocabulary and Grammar and Writing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	Is ready to critically evaluate the scope of his/her knowledge and skills in Business English at B2 level.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK4] test/exam - oral or written
	[CCL3_U14] The graduate can independently plan and implement lifelong self-education, especially in the field of contemporary English culture, literature and language	Is able to independently plan and implement lifelong self-education in Business English, assuming level B2 as the starting level for further improvement of language skills.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[CCL3_U01] The graduate can search, analyze, evaluate, select, integrate and document information from a variety of sources, interpret and draw conclusions, including in relation to issues of contemporary culture, literature and linguistics.	Is able to search, analyse, evaluate, select, integrate and document information from various sources, interpret it and draw conclusions using Business English at B2 level.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
	[CCL3_U13] The graduate is able to interact with others and plan and organize individual and team work when performing tasks in the study program and in professional work.	Is able to cooperate with others and plan and organize individual and team work while preparing a presentation, using English at B2 level.	[SU2] presentation/project/paper/report
	[CCL3_U11] The graduate is able to prepare written work and oral speeches and participate in discussions in English at the C1 level, including using the specialized language of international business and diplomacy.	Can prepare written and oral work, read and listen with comprehension and participate in discussions using Business English at B2 level.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[CCL3_W19] The graduate knows and understands the basic conditions (e.g., economic, legal, ethical or social) of professional activities related to culture or the use of English, including the basic principles of creation and development of various forms of entrepreneurship.	Knows and understands the basic economic and social conditions of professional activities related to culture or the use of Business English.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[CCL3_W18] The graduate knows and understands the fundamental dilemmas of modern civilization in the context of issues related to contemporary culture and intercultural dialogue.	Knows and understands the fundamental dilemmas of modern civilization in the context of issues related to business culture.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
Subject contents	<p>Pronunciation & Speaking</p> <p>Improving the pronunciation of individual vowels and consonants and practicing connected speech. Word and sentence stress in examples from general and business English. Short speeches, dialogues and discussions.</p> <p>Reading, Listening & Vocabulary</p> <p>Course content:</p> <p>Corporate Culture; Cross-Cultural Differences in Business; Teamwork & Leaders; Customer Care; Conflicts At Work; Negotiations; Pitching; Psychological mechanisms in business; Advertising & Marketing; Work-Life Balance.</p> <p>Practical Grammar & Writing</p> <p>Passive voice, modal verbs, conditional sentences and ways of expressing unreal time, reported speech.</p> <p>Business writing: email, memo, report and proposal.</p>		

Prerequisites and co-requisites	<p>The condition for participation in the course is to obtain a pass in the Practical English I module in the first semester.</p> <p>The condition for passing the Business English I course is to obtain positive grades at the end of the second semester in all components, i.e. Pronunciation & Speaking, Practical Grammar & Writing, Listening, Reading & Vocabulary. A negative grade in even one of them results in an unsatisfactory grade for the entire module. The pass threshold is at least 51%.</p> <p>The student is obliged to attend classes, actively participate in them, perform assigned tasks, pass tests and submit written assignments on time. The tests contain tasks checking all language skills: reading and listening with comprehension, writing, speaking, grammar and vocabulary. Pronunciation is assessed on the basis of oral statements, e.g. presentations, reading texts and performing tasks in the classroom.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Practical Grammar & Writing: written tests and business writing	51.0%	35.0%
	Pronunciation & Speaking: speaking tests, presentation, reading aloud tests	51.0%	30.0%
	Reading, Listening & Vocabulary: written tests	51.0%	35.0%

Recommended reading	Basic literature	<p>Ashton, Helen & Sarah Shepherd (2014). Work on Your Accent. Collins.</p> <p>Dubicka, Iwonna & Margaret O'Keeffe (2016). Market Leader Extra Advanced Coursebook, Pearson.</p> <p>Emmerson, Paul (2007) Business English Handbook (Advanced), Macmillan.</p> <p>Foley, Mark & Diane Hall (2012) My Grammar Lab Advanced C1/C2. Harlow: Pearson.</p> <p>Foley, Mark & Diane Hall (2003) Advanced Learner's Grammar. Longman.</p> <p>Hancock, Mark (2013) English Pronunciation in Use Intermediate. 2nd ed [or later]. Cambridge: CUP.</p> <p>Hashemi, Louise and Barbara Thomas (2009) Grammar for First Certificate. Cambridge: CUP.</p> <p>Hewings, M. (2010) English Pronunciation in Use Advanced. Cambridge: CUP.</p> <p>Hewings, Martin (2005) Advanced Grammar in Use. Cambridge University Press.</p> <p>Hughes, John, McLarty & Penny (2017). Business Result (Advanced). Oxford University Press.</p> <p>Marks, Jonathan & Tim Bowen (2012) The Book of Pronunciation. Proposals for a Practical Pedagogy. Peaslake: Delta Publishing.</p> <p>McCarthy, Michael, McCarten, Jeanne, Clark, David and Rachel Clark (2009). Grammar for Business. Cambridge: CUP.</p> <p>Morely, J., Doyle, P., Pople, I. (2007) University Writing Course. Express Publishing.</p> <p>Marks, Jonathan (2012) English Pronunciation in Use Elementary. Cambridge: CUP.</p> <p>Side, Richard & Guy Wellman (1999) Grammar and Vocabulary for Cambridge Advanced and Proficiency. Longman.</p> <p>Tomalin, Barry (2012). Key Business Skills, Collins.</p> <p>Vince, Michael (2010) [or other editions] Advanced Language Practice. Heinemann.</p> <p>Watson, Donald (2012) Advanced Vocabulary in Context. Cambridge: CUP.</p> <p>Tests: LCCI levels 3&4, BEC Vantage and Higher</p> <p>Internet sources:</p>
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		<p>e.g.</p> <p>https://www.businessenglishresources.com</p> <p>www.breakingnewsenglish.com</p> <p>https://www.businessenglishpod.com</p> <p>https://businessenglishmaterials.com</p> <p>https://www.gettinenglish.com/business-english/</p> <p>http://www.artsmanagement.net/</p> <p>http://www.americanrhetoric.com/</p> <p>https://www.businessenglishsite.com/business-english-vocabulary.html</p> <p>http://www.businessenglishonline.net/resources/the-business-resources/</p> <p>https://www.bbc.com/news/business</p>
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Supplementary literature	<p>Biber, Douglas, Stig Johansson, Geoffrey Leech, Susan Conrad & Edward Finegan (1999) Longman Grammar of Spoken and Written English.</p> <p>Longman.</p> <p>Hopkins, Diana and Pauline Cullen (2009) Cambridge Grammar for IELTS. Cambridge: CUP.</p> <p>Huddleston, Rodney & Geoffrey K. Pullum (2002) The Cambridge Grammar of the English Language. Cambridge University Press.</p> <p>Vaughan-Rees, M. (2002), Test your Pronunciation. Harlow: Penguin.</p> <p>Macpherson, R. (2004) Advanced Written English. PWN</p> <p>Macpherson, R. (2008) English for Academic Purposes. PWN</p> <p>Nick, Kenny, Newbrook, Jacky and Richard Acklam (2008) CAE Gold Plus Coursebook. Harlow: Pearson.</p> <p>SuperMemo (2020) Say It Better. SuperMemo World.</p> <p>Wellman, G. (1989) The Heinemann English Wordbuilder. Oxford: ELA Heinemann.</p> <p>Self-study reading</p> <p>Carter, Ronald & Michael McCarthy (2006) Cambridge Grammar of English. A Comprehensive Guide. Spoken and Written English Grammar and Usage. Cambridge University Press.</p> <p>Cullen, Pauline (2013) Cambridge Vocabulary for IELTS: Advanced. Cambridge: CUP.</p> <p>McCarthy, Michael & Felicity O'Dell (2002) English Collocations in Use. Advanced. Cambridge University Press.</p> <p>McCarthy, Michael & Felicity O'Dell (2010) English Idioms in Use: Advanced. Cambridge University Press.</p> <p>McCarthy, Michael & Felicity O'Dell (2002) English Phrasal Verbs in Use. Cambridge University Press.</p> <p>McCarthy, Michael & Felicity O'Dell (2002) English Vocabulary in Use. Cambridge University Press.</p> <p>Swan, Michael (2005) [or other editions] Practical English Usage. Oxford: Oxford University Press.</p> <p>Watcyn-Jones, Peter (2002) Test Your Idioms. Harlow: Penguin.</p> <p>Watcyn-Jones, Peter and Mark Farrell (2002) Test Your Vocabulary 5. Harlow: Penguin.</p> <p>Watcyn-Jones, Peter and Jake Allsop (2002) Test your grammar and</p>
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		<p>usage for FCE. Harlow: Penguin.</p> <p>Dictionaries for native speakers of English and advanced English learners by CUP, OUP, Macmillan, Pearson, PWN, Collins and other publishers.</p> <p>YouTube: ELT and popular science channels selected by instructors</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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