

Advanced Business English for Exchange Students

Module Code:	ENG 301
Module Title:	Advanced Business English for Exchange Students
Academic Level:	Level 3
Credit Value:	15 / ECTS 7.5
Status:	Elective
Formal Student Hours:	Contact: 48 Hours Self-directed: 114 Hours

Pre-requisites:

English 201 or equivalent (determined by a placement test)

Module Leader: Dr. David Christopher

Programme Level Learning Outcomes: (A13, A14, C11, C14, C15, D9)

Assessment Methods: Two assessment points:

1. Individual business report – drafts 1 & 2 (60%)
2. Individual oral presentation + ‘viva’ (40%)

Rationale for Module

A course designed for International Exchange Students who want to further refine their Business English language skills - within an Anglo-Saxon business context (in particular that of the UK) - for future work and study.

Aims

The main aims of this module are as follows:

1. To offer in-depth study of a range of key British business issues, cases, and gain an overview of the British media environment (newspapers, TV, radio, and internet).
2. To analyse the language and concepts found in newspaper and magazine articles on business and economics, and in company documents.
3. To provide learners with opportunities to express business concepts by reformulating them in their own words, while synthesizing, summarising, analysing, criticizing and discussing ideas.
4. To develop critical thinking and research skills / techniques, commensurate with a Level 3 course in a non-native academic setting.
5. To critically reflect on and refine students' pre-existing language skills in English.

Programme Level Learning Outcomes

On completion of this module students should be able to demonstrate A13, A14, C14, C15, D9, as cited in the student handbook.

A13 To demonstrate critical knowledge and understanding of contemporary economic, socio-political and cultural dynamics in an international setting, particularly a knowledge of the countries where the foreign language studied as part of the programme is spoken.

A14 To have a detailed knowledge and effective understanding of grammatical, phonological and lexical structures, and of some registers of the target language, with particular emphasis on the way it is used in business contexts.

C11 To present papers and manage business projects (including a final semester dissertation) based on current research drawn from a range of sources.

C14 To be able to use the target language competently and effectively as a medium for understanding, expression and communication in professional and social situations, demonstrating confidence in the use of receptive (reading and listening) and productive (speaking and writing) skills.

C15 To demonstrate research skills and discrimination on the selection of sources, particularly with regard to academic journals and data bases.

D9 To show evidence of learner autonomy, continuing professional development and commitment to lifelong learning in a self-reflective manner.

Subject Area Core Skills Content

Teaching / Learning Strategy

The teaching/learning strategy for this module has been designed to ensure that the student acquires programme level learning outcomes outlined above. The teaching/learning strategy is broadly based around a negotiated, topic-driven syllabus - guided by the Module Leader, students choose from 6 of the following topics to be covered in class, around a dedicated coursebook:

Mackenzie, I. (2002) *English for Business Studies, Second Edition* Cambridge University Press (CUP)

The three sectors of the economy; Management; Company structure; Work and motivation; Management and cultural diversity; Recruitment; Labour relations; Production; Products; Marketing; Advertising; Promotional tools; Accounting and financial statements; Banking; Stocks and Shares; Bonds; Futures and derivatives; Market structure and competition; Takeovers, mergers and buyouts; Efficiency and employment; Business ethics; The role of government; Central banking; Money and taxation; Exchange rates; The business cycle; Keynesianism and monetarism; International trade; Economics and ecology; Information technology and electronic commerce; Entrepreneurs and venture capital.

The remainder are to be studied in own self-study time.

This is to be supplemented by related materials from the Module Leader on business current affairs and issues, together with guidance on CV's, job-hunting and interview skills. There will also be a separate focus on report-writing and presentation techniques, and on academic research skills more generally.

Students will be expected to work solo and in pairs for much of the semester, according to task and assessment point.

Self-access materials are available for follow-up listening and reading activities, also back-up grammar, vocabulary and pronunciation. Additionally, there is a range of 'business skills' practice materials, aimed at the higher-level non-native speaker (telephoning, meetings, negotiations) - according to individual preference and needs - in the LRC (see reading lists below).

Assessment Methods

There are two assessment points:

Assignment 1: Business Report - individual
Assignment 2: Oral presentation and 'viva' - individual

The assessment strategy follows the negotiated nature of the teaching and learning strategy, delegating choice of topics to students, but requiring evidence of significant subsequent research and analysis - **not merely description** - as well as the application of formal spoken and written Business English at an Upper-Intermediate / Advanced level.

Assignment 1

The Business Report

Individual students - in the role of 'business experts' - choose a business topic or socio-political business issue, frame it as a problem, and proceed to provide a solution to it using their expertise. Guidance will be given on correct business report format.

The topic chosen should refer to a UK or English-speaking company, and should be one which highlights the problems of an individual company or a relevant business issue.

Some students may choose to analyse the problems besetting a private company. Recent topics have included Marks and Spencer, the Virgin group, Ford, a British film distribution company, and Manchester United. Others may choose to study different types of organisations such as non-governmental organisations (NGOs) and charities.

Some examples of current socio-political issues which may be studied include: conditions for women in business; environmental and green issues in business; the shift towards home-working / tele-commuting.

N.B. Students are responsible for choosing the title, but this should be approved by the Module Leader before work is begun.

Two drafts should be presented: draft one (post peer-editing, where colleagues should proof-read and comment on your draft) and final draft (post Module Leader editing).

- Marks are awarded on the basis of quality of language, content, organisation and format.
- Evidence of change according to process of drafting and re-drafting and the use of a variety of research tools and sources will be rewarded.
- N.B. it is expected that students will produce **a report which is not merely descriptive, but analytic too**, which takes into account a range of opinions, and critically evaluates their merits to produce a reasoned and balanced point of view about the topic under consideration.
- The total length should be around 2,500 words, +/-10%, excluding the bibliography and the appendix.

Rationale for Assignment:

The rationale for this assignment is to train students to learn the (Anglo-Saxon) business report format genre; to engage them in the (UK) business and socio-political environment, using a variety of sources, and focus on the need for the continuing development of formal written Business English.

Learning Outcomes to be met by the assignment:

A13, A14, C11, C14, C15, D9

Distribution Date:

Week 5

Submission Date:

First draft week 8 (in class); final draft week 9.

Venue for Submission:

First draft - in class; final draft (two identical copies) - to CSPA week 9.

Knowledge and Skills to be assessed

Knowledge of UK business culture; knowledge of topical business and socio-political issues; knowledge of the report format and need for formality. Use of (academic) research skills in accessing publicly-available information.

Assignment 2

Oral presentation & 'viva' – individual

Students choose their own individual topic, which should be similar to those outlined above in Assignment 1, and deliver a Powerpoint presentation. This should be about a particular company or issue, and like the Business Report, should not only describe the topic but should analyse it too. As it is not a Business Report, and does not require the same format. The presentation format, organisation etc. should be the student's own choice. Photocopies of powerpoint slides should be given to the Module Leader prior to the presentation.

Following its delivery there is a question and answer session ('viva') with the Module Leader and audience, which also leads into a discussion on the topics covered during the semester more generally. An in-depth analysis of the six negotiated topics and a more general awareness of the remaining topics is to be assumed. **N.B. the topic chosen for presentation in Assignment 2 must not be the same as the one reported on for Assignment 1.**

- Presentation and 'viva' (= Q & A session) (100% - using checklist provided in advance - Module Leader graded).

Rationale for the assignment

This fits in with the need to summarise the semester's work as a whole, prepares students for the rigours of a presentation on a business or related topic in a foreign language more generally. It also allows the Module Leader and peers to assess how much specific detail and general background on Business English, UK and Anglo-Saxon scene have been assimilated, and gives a sense of 'graduation' from the module.

Distribution Date: Week 9

Date for Submission: Weeks 11 & 12

Venue for Submission: Module classroom in both weeks 11 and 12

Learning Outcomes to be met by the assignment: A13, A14, C11, C14, C15, D9

Failure to submit a piece of work on time

Students should be aware there are strict college rules about submitting assessed pieces of work and delivering presentations on time. These state that:

"If a time-constrained learning outcome has been listed above, you should be aware that failure to meet that outcome will result in a mark of zero being awarded for the module work. However, if there are genuine reasons as to why that outcome could not be met, you should consult and follow the procedure outlined in the section called "Extenuating Circumstances" in the Student Handbook."

Plagiarism

Attempting to pass off work which is not original as your own is a serious offence, for example using the internet to 'cut and paste' work will not be accepted, and is likely to result in a 'fail'

for the student concerned. Work submitted must always be correctly referenced to the original author(s). Moreover, is expected that the work you submit for all tasks and for assessment is your own, and that you are the sole author, unless you state otherwise. Help on how to do this will be given throughout the course.

Reading / study materials

* In Language Resource Centre with media component (cassette, DVD, video etc.) (L) in the library.

Books and other materials for English may be found in academic bookshops around London. Some of the nearest and largest are as follows:

- Keltic, 154 Southampton Row
 - Waterstone's, in Gower Street
 - Waterstone's in Piccadilly
- Various others in Charing Cross Road e.g Foyles, MacMillan etc.

In addition, books may be often be purchased more cheaply from the online bookstore Amazon.co.uk

Essential

Mackenzie, I. (2002) *English for Business Studies* (second edition) Cambridge, CUP. * L

Recommended

Grammar (in business contexts)

- Bowen, T. (1997) *Build Your Business Grammar* London: Thomson Heinle L
Brieger, N. (1996) *The Language of Business English* Harlow: Pearson / Longman L
Duckworth M. (2006) *Business Grammar & Practice* Oxford; OUP L
Emmerson P. (2002) *Business Grammar Builder* Macmillan *
Goodale, M. (1987) *The Language of Meetings* Thomson Heinle / Language Teaching Publications L*
Murphy R. (2003) *English Grammar in Use* CUP: Cambridge *
Rogers, D. (1998) *English for International Negotiations* Cambridge, CUP L
York Associates (2003) *The Grammar Pack* * (new edition),

A good general grammar book is Michael Swan's *Practical English Usage* (2005) Oxford; OUP.

Dictionaries

Parkinson, D. (2005) *Oxford Dictionary of Business English (for learners)* Oxford: OUP.
Longman Dictionary of Business English (2000) Harlow: Longman

Vocabulary - General & Specific

- Aspinall T. & Bethell, G. (2003) *Test Your Business Vocabulary in Use* Cambridge, CUP L
Brieger, N. (2002) *Test Your English: Law* Harlow: Pearson Education / Longman L
Flinders, S. (2002) *Test Your Business English: Intermediate* Harlow: Pearson Ed./ Longman L
Flower, J. (2005) *Build Your Business Vocabulary* Hove: Thomson Heinle / LTP L
Johnson C. (2000) *Market Leader: Banking & Finance* Harlow: Pearson Education / Longman L
Mackenzie, I. (1995) *Financial English* Cambridge, CUP L
Mascull, B. (2002) *Business Vocabulary in Use* Cambridge, CUP L

Pohl, A. (2002) *Test Your English: Accounting* Pearson Education / Longman) L
Smith, T. (2002) *Market Leader: Business Law* Harlow; Pearson Education / Longman L
Sweeney, S. (2002) *Test Your English: Finance* Harlow; Pearson Education / Longman L
Sweeney, S. (2002) *Test Your English: Management* Harlow; Pearson Education/ Longman L
Sweeney, S. (2002) *Test Your English: Marketing* Harlow; Pearson Education / Longman L

Business Writing

Ashley, A. (2003) *The Oxford Handbook of Commercial Correspondence* Oxford: OUP L
Comfort, J; Revell, R; Stott, C. (1987) *Business Reports in English* Cambridge, CUP L
Littlejohn A. (2005) *Company to Company* Cambridge: CUP L

Business Courses

Andon, N. & O' Riordan, S. (2002) *Teach Yourself English for International Business* Teach Yourself Books: Abingdon *
Cotton, D., Falvey D., & Kent, S. (2005) *Market Leader – Intermediate Business English* Harlow: Longman
Greenall, S. (1999) *Reward – Interactive Course of English* Heinemann *

Business Subject Areas

Corbett J. (2004) *English for International Banking and Finance* Cambridge, CUP *
Mackenzie, I. (1997) *Management and Marketing* Hove: Thomson Heinle / LTP L

Business Skills

Dignen, B. (2001) *Communicating in English* Falcon Press *
Let's Do Business (2000) – Meetings Hove: Thomson Heinle *
Let's Do Business (2000) – Presentations Hove: Thomson Heinle *
Let's Do Business (2000) – Telephoning Hove: Thomson Heinle *
Powell M. (1996) *Presenting in English* Hove: Thomson Heinle, LTP series . *
York Associates (2002) *The Social Pack* *
York Associates (2002) *Social Vocabulary Pack* *

Spoken English

O'Connor, J.D. (1967) *Better English Pronunciation* * Cambridge: CUP
Caldwell, R. (2002) *Speech In Action* Cambridge: CUP *

Useful websites

www.bbc.co.uk - has an extensive searchable database of tv and radio programmes, many of which can be seen or heard after they have been broadcast.

<http://dictionary.cambridge.org>

www.economist.com

www.ft.com

www.gresham.ac.uk (business lectures & tapescript)

www.guardian.co.uk

www.ilovelanguages.com

www.directgov.uk

NB - All the daily 'broadsheet' press i.e. the Guardian, Independent, Daily Telegraph, and Times also have websites, as do all the national tv stations.

www.publications.parliament.uk/pa/cm/cmhansrd.htm will take you to the database for proceedings in Parliament, and can be a useful source of information on topics since 1987.

www.bl.uk/ is the home page of the British Library, a free resource which gives access to most published material in English. More details will be given in class.

Indicative Content (sample of negotiated syllabus)

One	Course programme, British press, business news, use of LRC, introductions.
Two Follow up	<u>Topic 1. Efficiency and Employment</u> Essay on related topic; description v analysis
Three Follow up	<u>Topic 2. Business ethics;</u> Evaluating arguments; developing a critical approach
Four Follow up	<u>Topic 3. The Role of Government</u> Research skills and presenting a bibliography
Five Follow up	Report writing and presentation Choosing an individual report topic
Six Follow up	<u>Topic 4. Work and Motivation (i);</u> writing a business report; individual tutorial on report theme Research report topic further
Seven Follow up	Work and Motivation (ii) Write report - first draft
Eight Follow up	<u>Topic 5. Stocks and Shares;</u> Assignment 1 peer-editing report draft Present report - first draft
Nine Follow up	Topical news item; individual tutorial on final presentation Hand in report final draft; research for individual presentation
Ten Follow up	<u>Topic 6. International Trade</u> Revise all 6 topics & coursework generally; finalise presentation
Eleven	Assignment 2: Individual Presentations I + 'viva'
Twelve	Individual Presentations II + 'viva'