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| Identification | Subject | ENGL 810 Business English and Communication-3KU |
| | Department | English Language and Literature |
| | Program | MBA |
| | Term | Fall, 2022-2023 |
| | Instructor | Shahriyar Mammadov, Ph.D |
| | E-mail: | shahriyar.mammadov@khazar.org |
| | Phone: | |
| | Classroom/hours | 4 hours per week |
| | Office hours | Monday-Friday, 9.00-16.00 |
| Prerequisites | None | |
| Language | English | |
| Compulsory/Elective | Compulsory | |
| Required textbooks and course materials | <ul style="list-style-type: none"> • Emmerson, Paul. <i>Business Vocabulary Builder: Elementary to Pre-Intermediate</i>. London: Macmillan, 2009 • Emmerson, Paul and Hamilton, Nick. <i>Five-Minute Business Activities</i>. Cambridge: Cambridge, 2012. • Jon Marks, <i>Banking and Finance</i>, second edition • Ian Mackenzie, <i>English for the Financial Sector</i> • Trappe, Tonya and Tullis, Graham. <i>Intelligent Business: Elementary Business English</i>. London: Pearson Longman, 2010. • Emmerson, Paul and Hamilton, Nick. <i>Five-Minute Business Activities</i>. Cambridge: Cambridge, 2012. • Julie Pratten, <i>Absolute Financial English</i> • <i>Intelligent Business, Elementary, Skills Book</i> by Christine Johnson, Pearson Education Limited, 2008 | |
| Course outline | <p>This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The activities included in this course are oriented towards communication necessary for dealing with customers or clients, colleagues and other professionals in business. The list of the skill areas that are included in this course:</p> <p>1) Speaking skills: socializing, telephoning, presentations, negotiations, meetings</p> <p>2) Writing skills: emails, letters, faxes, memos, reports, minutes, announcements,</p> <p>Notices</p> <p>The aim of the course is to develop students' ability to communicate effectively in</p> <p>English both orally and in writing, on business related topics.</p> | |
| Course objectives | <p>On this course, participants will learn:</p> <ul style="list-style-type: none"> • to communicate with others in practical, business-oriented situations • to express themselves in English with greater fluency, accuracy and confidence • to handle themselves in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socializing <p>The content will be supported by systematic work on core grammatical structures, vocabulary patterns and pronunciation.</p> | |
| Learning outcomes | <p>By the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand and demonstrate the use of basic and elementary proper economic techniques • Write effective and concise letters and memos • Proofread and edit copies of business correspondence | |

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| | <ul style="list-style-type: none">• Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette• Plan successfully for and participate in meetings and conduct proper techniques in telephone usage• Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships | | |
| Methods of Instruction | Lectures | | + |
| | Seminars | | + |
| | Workshops | | + |
| | Case analysis | | + |
| | Simulation | | + |
| | Group assignments: - debates - discussion | | + |
| | Individual assignments: - oral report - presentation | | + |
| Evaluation | Methods | Date/deadlines | Percentage (%) |
| | Midterm examination | | 30 |
| | Quiz | 1) 23/10/2022 2) 23/12/2022 | 10 |
| | Speaking Examination | | 10 |
| | Activity | | 5 |
| | Attendance | | 5 |
| | Final Examination | | 40 |
| | Total | | 100 |
| Policy | Mandatory Attendance: 1. You must take the exam in order to pass this course. 2. If you miss more than 30% of classes, you will not be able to take the exam – therefore, you will fail the course. Activity: This course cannot be successful without regular participation. Besides, the students are expected to contribute to discussions in each class, demonstrating an enquiring approach to the topic under discussion and to complete assigned homework. Speaking exam: The students are expected to speak and be able to maintain communication on topics discussed during the semester. Learners are assessed according to particular criteria as grammar range and accuracy, vocabulary range, task fulfilment, fluency, pronunciation. | | |
| Tentative Schedule | | | |
| Week | Topics | Textbook/Assignments/Reading | |
| 1 | Introductions • Course outline and approach • Ice breaking activities Contacts Reading: <i>Working in a foreign country</i> Grammar: <i>to be, a/an</i> Vocabulary: <i>Countries and Nationalities. Jobs.</i> Career skills: <i>Introducing yourself</i> Dilemma & Decision: <i>Who to interview?</i> | Intelligent Business: Elementary Unit 1 | |
| 2 | Teams Reading: <i>Teams with bright ideas</i> Grammar: <i>Present simple affirmative. Frequency adverbs</i> Vocabulary: <i>Departments</i> | Intelligent Business: Elementary Unit 2 | |

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| | Career skills: <i>Introducing others</i> Dilemma & Decision: <i>A new team member</i> | |
| 3 | <u>Companies</u> Reading: <i>Look east</i> Grammar: <i>Present simple, negative, question and short answer. Articles</i> Vocabulary: <i>Word families</i> Career skills: <i>Company information</i> Dilemma & Decision: <i>Which company to buy?</i> | Intelligent Business: Elementary Unit 3 |
| 4 | <u>Review lesson</u> Language check Vocabulary check Writing practice Dilemma & Decision (Breaking the ice, Test crisis, Leading the team) | Intelligent Business: Elementary Unit 1 |
| 5 | <u>Offices</u> Reading: <i>The paperless office</i> Grammar: <i>Prepositions of place. The imperative</i> Vocabulary: <i>Offices</i> Career skills: <i>Directions</i> Dilemma & Decision: <i>An office move</i> | Intelligent Business: Elementary Unit 4 |
| 6 | <u>Events</u> Reading: <i>The office picnic</i> Grammar: <i>like and would like, can</i> Vocabulary: <i>Food and drink. Describing food</i> Career skills: <i>Offers, requests and permission</i> Dilemma & Decision: <i>Welcoming visitors</i> | Intelligent Business: Elementary Unit 5 |
| 7 | <u>Money</u> Reading: <i>The business of giving</i> Grammar: <i>Countable and uncountable nouns</i> <i>Some, any, how, much how many</i> Vocabulary: <i>Orders</i> Career skills: <i>A new supplier</i> Dilemma & Decision: <i>Welcoming visitors</i> | Intelligent Business: Elementary Unit 6 |
| 8 | <u>Review lesson</u> Language check Vocabulary check Writing practice Dilemma & Decision (Breaking the ice, Test crisis, Leading the team) | Intelligent Business: Elementary Unit 2, 3, 4 |
| 9 | Midterm examination | |
| 10 | <u>Projects</u> Reading: <i>Project analysis</i> Grammar: <i>Past simple affirmative. Prepositions of time</i> Vocabulary: <i>Ordinal numbers. Preposition + noun</i> Career skills: <i>Talking about a project</i> Dilemma & Decision: <i>What went wrong?</i> | Intelligent Business: Elementary Unit 7 |
| 11 | <u>Solutions</u> Reading: <i>Lighting up the world</i> Grammar: <i>Past Simple negative, question and short answer</i> Vocabulary: <i>people and places</i> Career skills: <i>Explaining a technical problem</i> Dilemma & Decision: <i>The best solution?</i> | Intelligent Business: Elementary Unit 8 |

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| 12 | <u>Products</u> Reading: <i>Playtime</i> Grammar: <i>Adjectives, Adverbs</i> Vocabulary: <i>Adjectives. Size, shape and material</i> Career skills: <i>Describing a product</i> Dilemma & Decision: <i>What can we do with the old TVs?</i> | Intelligent Business: Elementary Unit 9 |
| 13 | <u>Competitors</u> Reading: <i>The shy architect</i> Grammar: <i>Present Continuous</i> Vocabulary: <i>Word families. Market: Compound nouns</i> Career skills: <i>Catching up</i> Dilemma & Decision: <i>Win back market share</i> | Intelligent Business: Elementary Unit 10 |
| 14 | <u>Location</u> Language check Vocabulary check Writing practice Dilemma & Decision (Breaking the ice, Test crisis, Leading the team) | Intelligent Business: Elementary Unit 11 |
| 15 | Examination preparation Review lesson | |
| 16 | Final Examination | |