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| Identification | Subject | ENGL 820 Business English and Communication– 3KU credits (6 ECTS) |
| | Department | English Language and Literature |
| | Program | Graduate |
| | Term | Spring, 2023 |
| | Instructor | Gulnur Nabiyeva, Ph. D cand. |
| | E-mail: | gnabiyeva@khazar.org |
| | Classroom/hours | 4 hours per week |
| | Office hours | Monday-Friday, 9.00-16.00 |
| Prerequisites | ENGL 810 Fundamentals of Business English | |
| 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, Notices</p> <p>The aim of the course is to develop students' ability to communicate effectively in 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 • Use career skills that are needed to succeed, such as using ethical tools, | |

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| | working collaboratively, observing business etiquette <ul style="list-style-type: none">• 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 | | 20 |
| | Speaking Examination | | 10 |
| | Attendance | | 5 |
| | Final Examination | | 35 |
| | Total | | 100 |
| Policy | Mandatory Attendance: 1. You must take the exam in order to pass this course. 2. If you miss more than 25% of classes, you will not be able to take the exam – therefore, you will fail the course. Quiz Students will be provided with two quizzes. The first quiz is 10 points before midterm and the second one is before the final exam. First objective behind to organize the quiz is to evaluate the knowledge of the participants within academics and to make them familiar with the prospects of exam format and the objectivity of the questions. Second is to measure important aspects of the subject (listening, reading, essential vocabulary and writing). Finally, the quiz questions will permit students to demonstrate their knowledge on the subject and practice time-management skills before exams. Speaking Examination The Speaking exam will consist of an interview between the exam taker and the instructor. Exam taker will choose one of the provided cards which asks them to talk about a particular topic (the discussed topics in the coursebook). They have one minute to prepare before speaking up to 3-4 minutes. Attendance Attendance is crucial. If students can't attend 25% of the classes, they won't be allowed to take an exam and will be considered as failed. | | |
| | Tentative Schedule | | |
| | Week | Topics | Textbook/Assignments/Reading |
| | 1 | Introductions <ul style="list-style-type: none">• Course outline and approach• Ice breaking activities Activities | IB Unit 1, Glossary Unit 1 (learn new |

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| | Reading: Move over game boys Grammar: <i>Present Simple and Continuous</i> Vocabulary: Roles and activities. Word building Career skills: <i>Explaining your job. Greeting people.</i> | words and definitions) |
| 2 | <u>Data</u> Reading: <i>No hiding place</i> Grammar: <i>Countable and Uncountable nouns</i> Vocabulary: Using the internet Career skills: <i>Checking information Are you precise or approximate?</i> | IB Unit 2, Glossary Unit 2 (learn new words and definitions) |
| 3 | <u>Etiquette</u> Reading: <i>Office workers 'admit being rude'</i> Grammar: <i>Offers and requests</i> Vocabulary: Synonyms, prefixes Career skills: Being polite/Being direct | IB Unit 3, Glossary Unit 3 (learn new words and definitions) |
| 4 | <u>Review lesson</u> <u>Image</u> Reading: Fashion's favorite Grammar: Comparatives and superlatives Vocabulary: The fashion industry. Word building Career skills: Describing products / Honest or diplomatic? | Review 1. IB Unit 4, Glossary Unit 4 (learn new words and definitions) |
| 5 | <u>Success</u> Reading: <i>Passion into profit</i> Grammar: <i>Past Simple</i> Vocabulary: <i>Opposites. Business failure. Collocations</i> Career skills: <i>Telling a story. Telling stories</i> | IB Unit 5, Glossary Unit 5 (learn new words and definitions) |
| 6 | <u>Future</u> Reading: <i>An elevator to space</i> Grammar: <i>Modals of possibility</i> Vocabulary: <i>Financing ventures. Collocations.</i> Career skills: <i>Making predictions. Past of future?</i> | IB Unit 6, Glossary Unit 6 (learn new words and definitions) |
| 7 | <u>Review lesson</u> <u>Location</u> Reading: <i>Arabia's field of dreams</i> Grammar: <i>Future plans and intentions</i> Vocabulary: <i>Collocations. Multi-part verbs</i> Career skills: <i>Making and appointment. To plan or not to plan?</i> | Review 2 IB Unit 7, Glossary Unit 7 (learn new words and definitions) |
| 8 | <u>Quiz 1</u> | |
| 9 | Midterm examination | |
| 10 | <u>Job - seeking</u> Reading: <i>The online job market</i> Grammar: <i>The imperative</i> Vocabulary: Activities. The application processes. Find a job. Career skills: <i>Explaining what to do. Fixed procedures</i> | IB Unit 8, Glossary Unit 8 (learn new words and definitions) |

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| | <i>or flexible?</i> | |
| 11 | <u>Selling</u> Reading: <i>Marketing to students.</i> Grammar: <i>Modals of obligation</i> Vocabulary: <i>Word building</i> Career skills: <i>Making suggestions. Showing reactions</i> | IB Unit 9, Glossary Unit 9 (learn new words and definitions) |
| 12 | <u>Price</u> Reading: <i>Make it cheaper and cheaper</i> Grammar: <i>Present Perfect</i> Vocabulary: <i>Synonyms. Verbs that take an object</i> Career skills: <i>Describing a graph. How much explanation?</i> | Review 3 IB Unit 10, Glossary Unit 10 (learn new words and definitions) |
| 13 | <u>Insurance</u> Reading: <i>Fighting fraud</i> Grammar: <i>Passives</i> Vocabulary: <i>Problems. Insurance. Insurance fraud</i> Career skills: <i>Expressing arguments. To interrupt or not?</i> | IB Unit 11, Glossary Unit 11 (learn new words and definitions) |
| 14 | <u>Review lesson</u> <u>Quiz 2</u> | Review 4 |
| 15 | Examination preparation | |
| 16 | Final Examination | |