

WSB University							
Field of study: Production Management and Engineering							
Course: Business English							
Educational profile: practical							
Education level: first-cycle studies							
Number of hours per semester	1		2		3		4
	I	II	III	IV	V	VI	VII
Full-time studies (L/C/lab/pr/e)*							
Part-time studies (L/C/lab/pr/e)*						20	20
LECTURER							
FORM	e-learning						
COURSE OBJECTIVES	Familiarizing students with the vocabulary items and expressions of specialized language typical of various areas of broadly understood business at B2 level.						
Field-related learning outcome	Reference to PQF	Description of learning outcomes		Method of verification of learning outcomes			
		Skills The student					
ZIP_U12 ZIP_U13 ZIP_U15 ZIP_U16	P6S_UK P6S_UK P6S_UU P6S_UK	<ul style="list-style-type: none"> <li>- can communicate effectively at B2 level using various communication techniques;</li> <li>- can use business vocabulary while participating in a debate;</li> <li>- can express ideas clearly in writing on a wide range of business topics, as well as explain his / her view on the issues discussed;</li> <li>- can plan the development of language skills, is able to prioritise in order to complete certain tasks;</li> <li>- can use the vocabulary of specialised language such as business English, in writing.</li> </ul>		<ul style="list-style-type: none"> <li>Doing tasks on the e-learning platform</li> <li>Listening comprehension, answering questions</li> <li>Reading comprehension, answering questions</li> </ul>			
		Social competences The student					
ZIP_K01	P6S_KK	Is aware of the knowledge level and skills and the constant need for professional and personal development.		Self-study, homework – striving for improvement of language skills			
<b>Student's own workload (1h teaching hour=45 minutes)**</b>							
<b>Full-time</b> participation in lectures = participation in classes = preparation for classes =				<b>Part-time</b> participation in lectures = participation in classes = preparation for classes =			

preparation for lectures/tutorial = preparation for an end-of-semester test/examination = project tasks = e-learning = credit/examination = other (specify the type)= <b>Total:</b> <b>ECTS points:</b> <b>Including practical classes:</b>	preparation for lectures/tutorials = preparation for an end-of-semester test//examination project tasks = e-learning = 40 credit/examination = other (specify the type) = <b>Total:</b> <b>ECTS points:</b> <b>Including practical classes:</b>
<b>PREREQUISITES</b>	Minimum B1-level knowledge of English.
<b>COURSE CONTENT</b>	Human resources and recruitment, Job interviews, Functioning of a company, Marketing, advertising and branding, Management styles, Ethics in business, Sales, Ways of dealing with stress, Preparing a presentation, Effective negotiations, Chairing and arranging meetings, Making phone calls, Structure of a company, Leadership styles, Finance, Quality management , Innovations and competition, Making complaints.
<b>COMPULSORY LITERATURE</b>	Market Leader intermediate, Pearson Longman 2011
<b>OPTIONAL LITERATURE</b>	Market Leader upper-intermediate, Pearson Longman 2011 Intelligent Business intermediate, Longman. Internet
<b>TEACHING METHODS</b>	Individual work in the form of e-learning.
<b>TEACHING AIDS</b>	computer, Internet, use of the Moodle platform
<b>PROJECT (if implemented in the framework of the class module)</b>	
<b>FORM AND CONDITIONS OF ASSESSMENT</b>	Course credit: a grade given at the end of the semester. Completing the tasks and achieving a score of minimum 50%.

\* L-lecture, C- classes lab- laboratory, pr- project, e- e-learning