

## Business English I

Author	Jānis Veckrācis, MBA
LAIS code	Valo2033
Form of evaluation	Test
Credit points (ECTS credit points)	3CP (4.5 ECTS)
Prerequisites	Completed course „English II” (with examination)
Course group	Courses of professional specialisation of the field
Objectives	<p>To develop student individual skills of reading and understanding specialised business texts. To revise the existing student vocabulary and expand it, as well as further develop their skill of accurately using it in written and oral business communication; in an integrated manner, to improve student skills of general English language use. To encourage students to critically evaluate the current micro and macro economic data against theoretical sources. To work on developing student business correspondence skills.</p>
Learning outcomes	<ul style="list-style-type: none"><li>- to fully understand written and spoken business texts on the covered topics and to critically analyse them, to ask relevant questions and initiate a discussion;</li><li>- to select and analyse relevant information against relevant theoretical background, as well as against the relevant local and global contexts;</li><li>- to work individually as well as in a team, as well as to organise the group work;</li><li>- to communicate in Business English in an understandable, logical and well-structured manner on the covered topics, integrating special vocabulary and terminology;</li><li>- to conduct a small-scale study on a topic covered during the term and present its results in writing or orally against the relevant theoretical and economic, political backgrounds (data collecting &amp; analysis: e.g., accounts, taxes, budget, competition, shares).</li></ul>

Organization mode of students' individual assignment:

Classes and individual (home) assignments, also using Moodle platform. Types of assignments:

- reading specialized texts individually and in groups, identifying and understanding key idea/s and special vocabulary and language use;
- information mining from mass media in English and Latvian, and its summarising and analysis in the group;
- acquisition of special vocabulary, terminology and language use: exercises and mid-term tests;
- audio and video materials, their perception and analysis, including the language use and vocabulary;
- individual and group work: data gathering, presentations, discussions, voicing and supporting their ideas/ viewpoint;
- short individual presentations combined with unprepared speech;
- analytical essays (home, class) on covered topics, using special vocabulary and terminology;
- data and information analysis (e.g., company performance, foreign exchange markets, annual reports, securities, taxes).

Evaluation of learning outcomes:

- engagement in classes and attitude to individual and group assignments;
- performance in individual (home) and class assignments;
- performance in mid-term formative and summative tests;
- performance in the term test.

Course outline

## **COMPANY PERFORMANCE AND ECONOMIC DEVELOPMENT**

**1. Accounting and financial statements.** (8 hrs) Principles of accounting and book-keeping. Financial indicators. Balance sheet, its structure. Annual report. Other financial documents.

**2. Banks and banking.** (8 hrs) Bank system. Role and functions of the World bank, European Central Bank, State bank. Types of banks, their services for companies and individuals.

**3. The role of government in economy.** (6 hrs) The role of government in company business. Taxation. The problem of shadow economy.

**4. Company development in modern competition.** (6 hrs) Types of securities and their uses. Company mergers and takeovers.

**5. English for business communication skills.** (4 hrs)

Basic literature

1. MacKenzie I. English for Business Studies. – CUP, 1997 – 176 p.
2. Powell M. Business Matters. Language Teaching Publications, 1997 – 144 p.
3. Cotton D., Falvey D., Kent S., Market Leader, Intermediate Business English,- Longman Ltd, 2001
4. Trappe T., Tullis G., Intelligent Business,

- Intermediate Business English, Pearson Education Limited, 2006
5. Trappe T., Tullis G., Intelligent Business, Upper Intermediate Business English, Pearson Education Limited, 2006
  6. Cotton D., Robbins S. Business Class - Longman Ltd., 1996 – 184 p.

Supplementary literature

11. Lannon M., Tullis G., Trappe T. Insights into Business. – Longman, 1997 – 160 p.
2. Pilbeam A. Market Leader. International Management – Pearson Education Limited, 2000 – 96p.
3. Powell M. Business Matters. Language Teaching Publications, 1997 – 144 p.
4. Business English resources <http://www.businessenglishresources.com/>
5. Business English Online: Macmillan Business <http://www.businessenglishonline.net/resources/in-company-second-edition-resources/wordlists/> ; <http://www.businessenglishonline.net/resources/powerpoint-presentations-2/> , and others
6. Free Business English materials: [http://www.freeeslmaterials.com/business\\_english.html](http://www.freeeslmaterials.com/business_english.html)
7. Current mass media coverage, such as:  
Financial times: <http://www.ft.com/home/europe>  
The Economist: <http://www.economist.com/>  
The Guardian: <http://www.theguardian.com/media/financialtimes>,  
BBC Business news  
<http://www.bbc.com/news/business>

Other sources of information:

1. Collin P.H. Dictionary of Business. Peter Collin Publishing, 1997 – 331 p.
2. Ekonomikas, lietvedības un darba organizācijas termini/ sast. V. Skujiņa, H. Kadiķis u.c., Rīga, 1995 – 911 lpp.
3. International Accounting Standards Board:  
<http://www.ifrs.org/About-us/IASB/Pages/Home.aspx>  
[http://en.wikipedia.org/wiki/International\\_Accounting\\_Standards\\_Board](http://en.wikipedia.org/wiki/International_Accounting_Standards_Board)
4. Eurostat [http://ec.europa.eu/eurostat/statistics-explained/index.php/Main\\_Page/lv](http://ec.europa.eu/eurostat/statistics-explained/index.php/Main_Page/lv)  
LV vai [http://ec.europa.eu/eurostat/statistics-explained/index.php/Main\\_Page](http://ec.europa.eu/eurostat/statistics-explained/index.php/Main_Page) EN

5. Muitas pārvalde <https://www.vid.gov.lv/default.aspx?tabid=12&id=6397&hl=1>

6. Likumi <http://likumi.lv/> LV vai <http://likumi.lv/about.php> EN

7. Online business dictionaries:

<http://www.businessdictionary.com/>

<http://en.softonic.com/s/english-oxford-business-dictionary-download-free-full-version:pocketpc>

8. How to read annual report:

[https://en.wikipedia.org/wiki/Annual\\_report](https://en.wikipedia.org/wiki/Annual_report)

<http://www.dummies.com/how-to/content/reading-an-annual-report.html>