

Course syllabus for ERASMUS+ incoming students

Course Title	
Business Fundamentals in English	
Academic Teacher	Magdalena Urbaniak-Elkholy, PhD
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ECTS credits	5
Number of hours	120
Course code	INT-IGE-BF-26
Course description	
The course <i>Business Fundamentals in English</i> aims to prepare students for work in an international environment by developing practical business communication skills in English. Students acquire the ability to write professional business correspondence, including emails, business reports and proposals and business plans, in accordance with international business standards. The course also develops students' knowledge and use of specialized English terminology in the field of microeconomics, enabling them to communicate effectively in professional business contexts.	
Learning outcomes - course content	
Upon successful completion of the course, students will be able to: 1. communicate effectively in English in international trade fair; 2. produce professional business correspondence, including business emails, using appropriate structure, style and conventions; 3. prepare well-structured business reports and business proposals in accordance with professional standards; 4. develop a business plan that includes its key components and demonstrates an understanding of business planning principles; 5. identify and describe different types of companies and organisational structures using appropriate business terminology;	

6. explain the stages of **business start-up and growth** and discuss the factors influencing business development in English.

Student workload (self-study description)

The total student workload consists of 120 hours, including 20 contact hours and 100 hours of independent study. Independent study includes completing homework assignments, reading the required literature and supplementary materials, preparing for classroom activities, and revising course content.

Students are expected to attend all scheduled classes and complete the final examination at the end of the semester.

Literature

1. S. Silbiger (2024): *The Ten-Day MBA*, Harper Collins.
2. D. Cotton, D. Falvey, S. Kent (2021): *Market Leader 3Ed Extra Intermediate*, Pearson.
3. I. Dubicka, M. Rosenberg, B. Dignen (2021): *Business Partner B2/B2+*, Pearson.
4. J. Allison, P. Emmerson (2015): *The Business 2.0*, Macmillan.
5. J. Kaufman (2012): *The Personal MBA*, Penguin Books.
6. P. Emmerson (2010): *Essential Business Vocabulary Builder*, Macmillan.
7. P. Emmerson (2010): *Business Vocabulary Builder*, Macmillan.
8. P. Emmerson (2010): *Business Grammar Builder*, Macmillan.
9. P. Emmerson (2007): *Business English Handbook*, Macmillan.
10. *The Economist*, *Business English Magazine*, *Harvard Business Review*, *BBC Learning English*, *British Council Materials* – online resources