

## COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits
VAD4003	C	6

Course type (compulsory or optional)	Optional
Course level (study cycle)	Bachelor studies
Semester the course is delivered	5
Study form (face-to-face or distant)	Face-to-face

### Course title in Lithuanian

Verslo komunikacijos

### Course title in English

Business communication

### Short course annotation in Lithuanian (up to 500 symbols)

Dalyko paskirtis - įtvirtinti, išplėsti ir praktiškai pritaikyti žinias, įgytas verslo anglų kalbos kurso metu. Dalyke pateikiami teoriniai ir praktiniai verslo komunikacijos aspektai – efektyvūs susirinkimai ir derybos, pristatymai, verslo korespondencija, kultūriniai skirtumai ir jų įtaka sėkmingam verslui, tarpasmeninės komunikacijos ypatumai ir tt.

### Short course annotation in English (up to 500 symbols)

The aim of this course is to consolidate, expand and practically apply students' knowledge of Business English with a particular focus on communication in business. The course includes the theoretical and practical aspects of spoken business language and written communication, namely effective business meetings and negotiations, presentations, business correspondence, cultural peculiarities, interpersonal communication etc. Students have collaborative and individual listening, speaking, reading and writing practice in different contexts of management, business administration and economics.

### Prerequisites for entering the course

Levels C1 and C2 of the English language (according to the *Common European Language Framework*)

### Course aim

To teach students practical application of the knowledge acquired in the course of Business Communication with respect to interpersonal and intercultural communication aspects in business context.

### Links between study program outcomes, course outcomes, criteria of learning achievement evaluation, study methods, and learning evaluation methods

Study program outcomes	Course outcomes	Criteria of learning achievement evaluation	Study methods	Evaluation methods
5. Ability to communicate in the languages of European countries in the context of professional activity, produce and deliver economic and business information to various audiences, present personal opinion, participate in negotiations	1. To distinguish the features of an effective presentation and prepare it individually and in a group	A student is able to distinguish at least half of the features of an effective presentation and prepares it individually and in a group following no less than half of the given requirements	<i>Teaching methods:</i> an interactive lecture employing visual material for illustration; consulting (via IT as well); formulation of problem examples and questions and their analysis; case analysis; discussion moderation; formulation and explanation of tasks. <i>Study methods:</i> formulation and analysis of problem examples and	Written tests; evaluation of seminar tasks (preparation and presentation); assessment of group work preparation and presentation
	2. To define the peculiarities of the oral business language and written communication	A student is able to define at least half of the peculiarities of the oral business language and written communication		
	3. To write a business letter, a memorandum, to prepare an invoice, etc.	A student is able to write a business letter, a memorandum, to prepare an invoice, etc. following no less than half of the given requirements		

	4. To define the types of business meetings	A student is able to define the types of business meetings following no less than half of the given requirements	questions; discussion; consultation with the lecturer; preparation for seminars and discussion about the accomplished tasks in a group; practical tasks (individual and group) with the help of IT; simulations; public speaking; self-reflection; team and individual work in preparation of projects; independent search for study resources and information analysis.
	5. To determine the features of constructive negotiations and assess their effectiveness, select proper negotiation methods	A student is able to determine the features of constructive negotiations, possible negotiation problems and assess negotiation effectiveness following no less than half of the given criteria	
	6. To distinguish the peculiarities of everyday language and business language	A student is able to distinguish every-day and business language peculiarities and applies them sufficiently in practical activity	
	7. To analyse independently and effectively apply theoretical material necessary for individual or group projects	A student demonstrates sufficient skills of independent analysis of theoretical material	

#### Links between course outcomes and content

Course outcomes	Content (topics)
1. To distinguish the features of an effective presentation and prepare it individually and in a group	1. Presentation types 2. Preparation for a presentation 3. Presentation planning, organisation and selection of visual aids 4. Peculiarities of individual and group presentations 5. Problem situation analysis
2. To define the peculiarities of the oral business language and written communication	6. The peculiarities of the oral business language and written communication 7. Presentations, meetings, negotiations, telephone conversations video-conferences. 8. Business correspondence
3. To write a business letter, a memorandum, to prepare an invoice, etc.	9. Formats and kinds of business correspondence: a business letter, a memorandum, an invoice, a CV, a job application, etc.
4. To define the types of business meetings	10. Types of business meetings. 11. Meeting planning and organisation.
5. To determine the features of constructive negotiations and assess their effectiveness, select proper negotiation methods	12. The features of constructive negotiations 13. Negotiation planning, organisation and participation; negotiation assessment criteria;
6. To distinguish the peculiarities of everyday language and business language	14. Business terminology (according to topics); idioms; language structures 15. Formal and informal styles
7. To analyse independently and effectively apply theoretical material necessary for individual or group project	16. The principles of search and application of theoretical material.

#### Distribution of workload for students (contact and independent work hours)

<b>Lectures</b>	<b>30 hours</b>
<b>Seminars</b>	<b>30 hours</b>
<b>Individual students work</b>	<b>100 hours</b>
<b>Total:</b>	<b>160 hours</b>

#### Structure of cumulative score and value of its constituent parts

Mid-term – 20%

Individual work - 20%

Seminar tasks – 10%

Exam – 50%

#### Recommended reference materials

No.	Publicati on year	Authors of publication and title	Publishing house	Number of copies in
				University library
Basic materials				
1.	2012	Birkin J. <i>Business Advantage</i>	Cambridge	4
2.	2009	Locker K., Kaczmarek S. <i>Business Communication: Building Critical Skills</i>	McGraw-Hill	Ordered
3.	2009	Dignen B., Chamberline J. <i>Intercultural Skills</i>	Summertown Publishing	Cases from the book are placed in the Moodle
Supplementary materials				
1.	2006	Dale P., Wolf J.C. <i>Speech Communication Made Simple</i>	Pearson, Longman	

#### Course programme designed by

Lecturer Edita Bartnikaitė, VMU Institute of Foreign Languages