Name of the course: BUSINESS ENGLISH I.

Status of the course: Obligatory Year: 1 (I.semestar)

ECTS: 5
Number of hours in a semester: 60

**Objectives of the course**

The objectives of teaching a business English language are reflected, first, in developing oral and written language skills in a business context: of reading, listening, speech, writing and, second, in raising a consciousness of cultural differences in the language in various business cultures.

As the objective of teaching business English language is strengthening of oral and written linguistic skills in a business context, it is necessary that the candidates have firm previous knowledge of a general English language on which one can build a business English language in particular domains of the profession.

Level B1 (*Independent User*) is an entrance threshold: it is the lowest level of the active use of a foreign language according to the Joint Framework of learning foreign languages will be defined according to the EU Council of Europe recommendation, in the following way: “If one can understand the main points of a clear, standard, language in familiar domains which are ordinarily met at work, in school, at one’s leisure.

One can response in most situations to be probably met at journeys to the regions speaking certain language. He/she can write a simple text about the topics he/she knows or which are interesting to him/her. He/she can describe experiences, dreams, hopes, ambitions and concisely offer the reasons and explanations of his/her opinions and plans.”

All the received students will be subject to a test and interview of a general English prior to the start of classes. On the base of the results of written and oral tests of knowledge, they will be classified into two groups: lower medium-group (B1) and higher medium (B2), according to the classification of the Council of Europe.

Joint frame for learning foreign languages of the Council of Europe defines B2 level in the following way:

B2 – (*Independent User*) active use of a foreign language:

“One can understand the main ideas of a complex text about concrete and abstract topics, including also a professional discussion at the domain of a candidate’s speciality. He/she can apply a certain degree of fluency and spontaneity while talking with an original speaker who will understand him/her without effort. He/she can write a clear, detailed text about wide range of topics and explain his/her attitude on certain topic pointing to advantages and shortcomings of various options”.

Whole program of the Business English will be carried out at two levels, with the same program, but different complexity of the teaching matter. At the level B1, more attention and time will be paid to the language exercises and strengthening of oral and written English language.

The goal is that the students of B1 level, after a year or two, acquire the language level B2, and those from B2, to get closer to the next superior level C1, according to
the classification of the Council of Europe (Proficient User). Each graduated student will have in his/her diploma the language degree that he/she reached.

If it appears that a part of candidates already has the level C1 Proficiency, they will be additionally taught at the consultations in case of a smaller number of them, or especial advanced group will be formed for them for the Business Language.

The level C1 (of a Proficient User) will be defined according to the recommendation of the Council of Europe, in the following way: “He/she can understand a wide range of demanding, longer texts and recognize the implied meanings. He/she can express his/her thoughts without evident search for an expression. He/she can use the language flexibly and efficiently for social, academic or professional purposes. He/she can write a clear, well-structured, detailed text about a complex subject, showing the controlled use of organisational models, logic connections and collocations.”

Contents of the course

1. Commercial business letters – models, structure, style (levels of formality), language:
   Business letters include: enquiry, reply to enquiry, offer, order, order receipt confirmation, letters of claim, reply to a letter of claim


3. Letters and documents connected to insurance: insurance contracting, maritime insurance policy, confirmation of insurance and other policy types.


5. Letters in various business occasions: hotel bookings, acceptance of invitation, booking of transport vehicles, declining of invitation, bookings in restaurant, convening of a meeting, confirmation of a meeting, cancelling of a meeting, letters of thanks, invitations, congratulations, condolences.

6. Business letters through by means of a facsimile machine: structure and style

7. Electronic mail – structure and style