

## Course Guide

### International Business English

Course code: 711G05

#### **Course Structure**

The course consists of three main blocks: oral skills, reading skills and writing skills. All these are intertwined and run throughout the whole course. Furthermore, they may also fit into one or more of these blocks (such as having an oral discussion based on a novel that you have read and then writing notes based on that novel) as they complement one another.

#### **What is Compulsory?**

Please refer to the “Modules and Requirements” below, to see what is compulsory and what is optional. Please note, however, that we strongly recommend that you participate in all teaching.

#### **Modules and Requirements**

Hold on to this paper throughout the course. Tick off whenever you have completed a segment. You do not necessarily get your grade immediately, as that is reserved for the teacher, but you can at least tick off whenever you have passed/participated in a specific module. This way you can keep track of your progression in the course. All the boxes must be finished before you get a report on credits in Ladok.

**NB!** As attendance is of the essence, it is your own responsibility to make sure the teacher has ticked you off – if you are unsure whether this is the case (e.g. when you have arrived late).

#### **Modules**

##### **I101 – Active Participation in Seminars (4 hp/ECTS credits)**

Active Participation <b>Business in the Press</b> (BiP), 3 out of 4 times (G)	<b>BiP Commentary</b> (G/VG)	Active Participation <b>Business Writing</b> , 5 out of 6 times (G)	<b>Debates</b> (G/VG)	<b>CV/Job Application</b> (G/VG)	<b>Individual Pres.</b> (G/VG)

##### **I102 – Text Course (4 hp/ECTS credits)**

<b>Marketing Project</b> (G/VG)	<b>Lodge Seminar</b> (G/VG)	<b>Miller Essay Question</b> (G/VG)	<b>Miller Seminar</b> (G/VG)

##### **I103 – International Business English**

<b>Written Exam</b> (G/VG)

**Total: 15 ECTS**

*In order to get a VG on module I101, you must score a VG on at least 3 out 4 Modules.*

*In order to get a VG on module I102, you must score a VG on at least 3 out 4 for Modules.*

*In order to get a VG on the whole course, you must score a VG on at least 11 ECTS credits.*

### **Modules and requirements:**

#### **Participation Business in the Press (BiP)**

Active participation on BiP is mandatory. If you happen to miss more than one occasion, you must hand in a written *BiP Make-up Commentary* in English (250-300 words), where you comment on an article which will be posted by your tutor on Lisam.

Before each BiP lesson, you must have read the compendium and come with questions in written form as well as new vocabulary that you have learned (at least 5 words). Bring these notes to class! There is no need to have full notes; even main points are OK – provided they are intelligible and a support for the classroom discussion. The teacher will ask you to show the notes, and if you then fail to provide such notes, you must hand in a written *BiP Make-up Commentary* in English (250-300 words), where you comment on an article which will be posted by your tutor on Lisam.

#### **BiP Commentary**

Sometime during the course, you must send in a written commentary on an article which will be posted by your tutor on Lisam. You will be given practice in the writing of such a commentary during your BiP seminars and in Business Writing seminars. The text must be between 250 and 300 words. Every word counts. Mainly content and linguistic skills are assessed. NB! If you exceed 300 words, or write less than 250 words, you cannot get a higher grade than G for this module.

#### **Participation Business Writing (BW)**

Just as for BiP, preparation, mandatory attendance and active participation at the Business Writing seminars are required. If you miss more than one BW seminar, you must hand in the text related to the BW seminar you miss.

#### **CV/Job Application**

Based on certain set criteria given by the teacher, you must write a CV and a Job Application (fictional), to be handed in to the teacher at a specific date. Mainly disposition, stylistics and linguistic skills are assessed. If you fail to meet the required deadline, you cannot get a higher grade than G for this module.

#### **Marketing Project**

Based on a business/company of your choice, you will work together in a group and present your findings as regards how this company “markets” itself. Although you present your Marketing Project as a group, it is mainly the individual contribution which is assessed – as regards content, presentation technique, language, and the use of time. The group’s collective efforts are also taken into consideration, but to a lesser extent.

#### **Individual Oral Presentation**

You will give an individual, oral presentation on a business-related topic chosen by you. This presentation is assessed as regards content, presentation technique, language, and the use of time. If you are in doubt regarding the topic, consult your teacher.

## Debates

During the course you will participate in two debating sessions where you will prepare arguments for both positive and contra aspects of the topics. Instructions and topics will be posted on Lisam. Attendance at these sessions is obligatory.

## Literature

### Lodge / Miller Seminar

The two works *Nice Work* by David Lodge and *Death of a Salesman* by Arthur Miller are discussed in groups. The individual contribution is assessed based on content (relevant quotes, summaries, reflections, and depth of the analysis) and language.

To succeed at the seminars, thorough preparation is essential. Therefore, read the questions in the compendium and mark the passages that are relevant to the questions. Take notes while reading since you must be able to provide textual evidence for your opinions about the novel and the play. You can use these notes during the seminars.

### Lodge Notes (Written Answers)

At the seminar on *Nice Work*, you must hand in short answers to all questions stated in the literary compendium. These must contain quotes/relevant references with short explanations, in full sentences. Your Lodge answers are used as an additional support for grading. If quotes and/or page references are missing, the answers are failed.

### Miller Notes (Written Answers and Graded Essay Question)

At the seminar on *Death of a Salesman* you must hand in more extensive answers as compared to the Lodge seminar. All questions must be answered in full, i.e. full sentences and quotations/summaries and relevant references. However, one of the questions must be answered in an essay form, called written literary assignment. The notes and the essay/written literary assignment are assessed based on their content, scope, depth, and language. If quotes and/or page references are missing, the answers are failed.

### Written Exam

At the end of the term there is a four-hour written examination containing vocabulary, and grammar, as well as one written task in English (normally a commentary) on an article.