



UNIwersYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Business English

Educational subject description sheet

Basic information

Study programme Lingwistyka stosowana		Didactic cycle 2024/25	
Speciality Lingwistyka stosowana (język niemiecki z angielskim)		Subject code 09LSTJNAS.2CHS.04553.24	
Organizational unit Faculty of Modern Languages and Literatures		Lecture languages English	
Study level Second-cycle programme		Course type Obligatory	
Study form Full-time		Block Humanities and social subjects	
Education profile General academic			
Subject coordinator	Anna Szczepaniak-Kozak, Marta Zawacka-Najgeburska		
Lecturer	Anna Szczepaniak-Kozak, Marta Zawacka-Najgeburska, Katarzyna Kozińska, Artur Urbaniak		
Period Semester 3	Activities and hours • Classes: 30, Graded credit	Number of ECTS points 4	
Period Semester 4	Activities and hours • Classes: 30, Exam	Number of ECTS points 4	

Goals

Code	Goal
C1	to provide and develop theoretical expertise in the field of economics as a basis for understanding and communication in this field
C2	to develop all practical communicative competencies/skills in selected business areas on the basis of specialised economic texts
C3	to develop the ability to switch between specialist and general language and vice versa intra- and interlingually
C4	to develop the ability to receptively and productively participate in English and Polish-English specialist discourse in the field of economics
C5	to develop the ability to reliably search for, analyse and evaluate specialist economic information in English and Polish

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	knows principles of communication with specialists in economics in Polish/English discourse, taking into account cultural aspects	LST_K2_W01, LST_K2_W05, LST_K2_W06	Oral exam, Oral colloquium, Project, Multimedia presentation
W2	knows principles of Polish-English communication and mediation among professionals in selected fields of economics	LST_K2_W01, LST_K2_W05, LST_K2_W06	Oral exam, Oral colloquium, Project, Multimedia presentation
W3	knows the principles of formulating texts in Polish and English and strategies of translating them into Polish or English as appropriate, specialist texts in selected areas of economics, taking into account their genre characteristics	LST_K2_W01, LST_K2_W05, LST_K2_W06, LST_K2_W09	Written exam, Written colloquium, Test, Project, Multimedia presentation
W4	realizes how complex English dialogues, discussions and debates based on specialist knowledge in selected fields of economics can be	LST_K2_W01, LST_K2_W06	Oral exam, Oral colloquium, Project, Multimedia presentation
W5	is aware of the cultural conditions of specialist discourse in selected fields of economics in Poland and English-speaking countries and the differences between them	LST_K2_W02, LST_K2_W05, LST_K2_W06	Oral exam, Oral colloquium, Project, Multimedia presentation
W6	has specialist knowledge in selected areas of economy and attributes this knowledge to relevant concepts in selected areas of economics	LST_K2_W01, LST_K2_W06, LST_K2_W07, LST_K2_W08	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Multimedia presentation
W7	knows the principles of communicative mediation in English-Polish and Polish-English communication between specialists in selected areas of economy and non-specialists	LST_K2_W01, LST_K2_W05, LST_K2_W06	Oral exam, Oral colloquium, Project, Multimedia presentation
Skills - Student:			

Code	Outcomes in terms of	Learning outcomes	Examination methods
U1	communicates with specialist in economy in Polish/English	LST_K2_U05, LST_K2_U08, LST_K2_U09, LST_K2_U10, LST_K2_U11, LST_K2_U12	Oral exam, Oral colloquium, Project, Multimedia presentation
U2	mediates Polish-English communication between professionals in selected fields of economics	LST_K2_U05, LST_K2_U08, LST_K2_U09, LST_K2_U10, LST_K2_U11, LST_K2_U12	Oral exam, Oral colloquium, Project, Multimedia presentation
U3	mediates English-Polish and Polish-English communication between specialists in selected areas of economics and non-specialists	LST_K2_U05, LST_K2_U08, LST_K2_U09, LST_K2_U10, LST_K2_U11, LST_K2_U12	Oral exam, Oral colloquium, Project, Multimedia presentation
U4	is able to formulate in Polish and English texts and to translate them into Polish or English as appropriate, specialist texts in selected areas of economics, taking into account their genre characteristics	LST_K2_U05, LST_K2_U08, LST_K2_U09, LST_K2_U10, LST_K2_U11, LST_K2_U12	Written exam, Written colloquium, Test, Project
U5	understands and carries out in English dialogues, discussions and debates based on specialist knowledge in selected fields of economics	LST_K2_U05, LST_K2_U08, LST_K2_U12	Oral exam, Oral colloquium, Project, Multimedia presentation
U6	is able to plan their learning about cultural conditions of specialist discourse in selected fields of economics in Poland and English-speaking countries and the differences between them	LST_K2_U11	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation
U7	is able to formulate hypotheses on the basis of expert discourse and gather specialist knowledge in selected areas of economics by attributing this knowledge to relevant concepts in selected areas of economics	LST_K2_U08, LST_K2_U11, LST_K2_U12	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation
Social competences - Student:			
K1	is ready to learn and seek mentoring in the area of mediation of English-Polish and Polish-English communication between specialists in selected areas of economics and non-specialists	LST_K2_K02, LST_K2_K04	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation
K2	is aware that developing skills in formulating texts in Polish and English and translating them into Polish or English, as appropriate, specialist texts in selected areas of economics, taking into account their genre characteristics, requires life-long learning and seeking advice from experts	LST_K2_K02, LST_K2_K04	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation
K3	is aware of the importance of developing relevant specialist competences in order to perform their professional duties in a creative way, also to assist non-specialists	LST_K2_K02, LST_K2_K04	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation
K4	is ready to seek professional advice about cultural conditions of specialist discourse in selected fields of economics in Poland and English-speaking countries and the differences between them in the perspective of whole life	LST_K2_K02, LST_K2_K04	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation

Code	Outcomes in terms of	Learning outcomes	Examination methods
K5	is aware of the importance of seeking professional advice and life-long learning in constructing specialist knowledge in selected areas of economics	LST_K2_K02, LST_K2_K04	Written exam, Oral exam, Written colloquium, Oral colloquium, Test, Project, Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Basic specialised lexis in economics in selected areas: microeconomics, macroeconomics, supply, demand, market mechanisms	W1, W2, U1, U2, K1	Classes
2.	Terminological differences between Polish and English in the field of economics in specific areas and their cultural background Basic elements of written communication in business: e-mail, minutes	W1, W2, W5, W6, U1, U2, U3, U4, U6, K1, K2, K4, K5	Classes
3.	Differences between general and specialised English/Polish at syntactic and textual level	W2, W3, W5, W7, U2, U3, U4, U6, U7, K1, K2, K4, K5	Classes
4.	Templates for written and/or oral texts specific to selected areas of economics in specific areas in English. Basic elements of written communication in business: e-mail, minutes, report	W2, W4, W6, U1, U2, U4, U5, U6, K1, K2, K3, K4, K5	Classes
5.	Auditory, visual, graphic texts in English and Polish-English hybrid specialised discourse in selected fields of economics	W2, W3, W4, W6, W7, U1, U2, U3, U4, U5, U6, K1, K2, K3, K4, K5	Classes

Additional information

Semester 3

Activities	Teaching and learning methods and activities
Classes	Conversation lecture, Problem-based lecture, Discussion, Work with text, Case study, Problem-based learning

Activities	Credit conditions
Classes	<p>General grade scale very good (bdb, 5.0): 92-100% good plus (+db; 4.5): 85-91% good (db; 4.0): 76-84% sufficient plus (+dst; 3.5): 68-75% sufficient (dst; 3.0): 60%-67% unsatisfactory (ndst; 2.0): 0-59%</p> <p>Evaluation criteria for mid-semester oral presentations</p> <ul style="list-style-type: none"> - presentation of content, ability to argue according to the criteria of specialist discourse - adequate terminology - appropriate register - grammatical correctness - pronunciation <p>Assessment criteria for mid-semester presentations/written papers:</p> <ul style="list-style-type: none"> - presentation of substantive content, including consistency of content with the chosen topic and ordering of information - appropriate terminology - appropriate register - grammatical correctness - spelling and punctuation <p>Evaluation of translation tasks</p> <ul style="list-style-type: none"> - Consistency of the content conveyed in the translation with the original content - Terminology and phraseology of the specialist sub-language - Grammatical, orthographic and lexical correctness (non-specialised lexis) - Use of the register (functional style) of the language appropriate to the type of text

Semester 4

Activities	Teaching and learning methods and activities
Classes	Conversation lecture, Problem-based lecture, Discussion, Work with text, Case study, Problem-based learning, Project method, Activating method - "brainstorming", Work in groups

Activities	Credit conditions
Classes	<p>General grade scale very good (bdb, 5.0): 92-100% good plus (+db; 4.5): 85-91% good (db; 4.0): 76-84% sufficient plus (+dst; 3.5): 68-75% sufficient (dst; 3.0): 60%-67% unsatisfactory (ndst; 2.0): 0-59%</p> <p>Evaluation criteria for mid-semester oral presentations</p> <ul style="list-style-type: none"> - presentation of content, ability to argue according to the criteria of specialist discourse - adequate terminology - appropriate register - grammatical correctness - pronunciation <p>Assessment criteria for mid-semester presentations/written papers:</p> <ul style="list-style-type: none"> - presentation of substantive content, including consistency of content with the chosen topic and ordering of information - appropriate terminology - appropriate register - grammatical correctness - spelling and punctuation <p>Evaluation of translation tasks</p> <ul style="list-style-type: none"> - Consistency of the content conveyed in the translation with the original content - Terminology and phraseology of the specialist sub-language - Grammatical, orthographic and lexical correctness (non-specialised lexis) - Use of the register (functional style) of the language appropriate to the type of text <p>Grading criteria for the final examination</p> <p>The examination consists of an oral and a written part. A student is admitted to the oral part if he/she obtains min. 50% of the maximum number of points from the written part (test).</p> <p>Assessment criteria for the oral part of the final examination</p> <p>presentation of the content, ability to conduct an argumentation according to the criteria of a specialist discourse</p> <p>specialist discourse criteria</p> <p>Adequate terminology</p> <p>Appropriate register</p> <p>grammatical correctness</p> <p>pronunciation</p>

Literature

Obligatory

1. FILAK, M., RADEJ, F. Angielski w tłumaczeniach. Business. Poziom zaawansowany. Warszawa ,2019.
2. JOHNSON, Ch. Market Leader. Banking and Finance. Londyn, 2000.
3. MASCULL, B. Business Vocabulary in Use. Cambridge 2002.
4. PILBEAM, A., Market Leader. International Management. Londyn 2001.
5. SMITH, T., Market Leader. Business Law. Londyn 2000.

Optional

1. STRUTT, P. Business Grammar and Usage. Londyn, 2000.

Calculation of ECTS points

Semester 3

Activities	Activity hours*
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Classes	30
Preparation for classes	25
Report preparation	10
Preparation of a project	5
Preparation for the assessment	20
Other	15
Reading the indicated literature	15
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Semester 4

Activities	Activity hours*
Classes	30
Preparation for classes	35
Reading the indicated literature	20
Preparation of a multimedia presentation	10
Preparation of a project	10
Preparation for the exam	15
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
LST_K2_K02	The graduate is ready to draw on the opinions of experts from various academic fields in order to solve problems related to communication between people
LST_K2_K04	The graduate is ready to develop their individual professional competencies, and the responsible and creative conduct of the social roles associated with practising their profession
LST_K2_U05	The graduate can research, analyse, assess, select and connect information from various sources of spoken and written language
LST_K2_U08	The graduate can formulate and test hypotheses related to various problems in the field of applied linguistics
LST_K2_U09	The graduate can use IT to the extent necessary to conduct research
LST_K2_U10	The graduate can work in a team or to lead the work of a group
LST_K2_U11	The graduate can plan and conduct lifelong learning, to increase their skills and to direct others in this regard
LST_K2_U12	The graduate can appropriately apply the linguistic competences acquired in relation to the selected specialisation
LST_K2_W01	The graduate knows and understands at an advanced level the details of the subject and of methodological research into the use and acquisition of spoken and written language
LST_K2_W02	The graduate knows and understands at an advanced level the details of the subject and of methodological research into the cultural context of language and of research into the social and individual conditioning within which language functions
LST_K2_W05	The graduate knows and understands selected issues in comparative and contrastive linguistics, and the processes of language contact and development
LST_K2_W06	The graduate knows and understands the complex nature and variability of language and linguistic communication, the diversity of languages and cultures, the details of intercultural communication and of related communicational problems
LST_K2_W07	The graduate knows and understands the possibilities for the application of modern technology in research into language and speech
LST_K2_W08	The graduate knows and understands the basic principles of the creation and development of various forms of entrepreneurship related to applied linguistics
LST_K2_W09	The graduate knows and understands the fundamental concepts and principles of copyright and the need to protect intellectual property rights, the principles of ethical working practices using linguistic resources