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| <b>Study Course Title</b>                               | <b>Business English (BPV) [BPV]</b>                           |
| <b>Study Course Code</b>                                | ValoB355  |
| <b>Branch of Science</b>                                | Linguistics and literary studies                              |
| <b>Sub-branch of Science</b>                            | Applied linguistics   |
| <b>Credits(ECTS)</b>                                    | <b>6</b>  |
| <b>Total Number of Contact Hours</b>                    | <b>60</b>   |
| <b>Number of Lecture Hours</b>                          | 4   |
| <b>Number of Seminar and Practical Assignment Hours</b> | 56  |
| <b>Number of Hours for Laboratory Assignments</b>       | 0   |
| <b>Independent Study Hours</b>                          | <b>90</b>   |
| <b>Language of Instruction</b>                          | English   |
| <b>Course Approval Date</b>                             | 22.08.2025  |
| <b>Responsible Unit</b>                                 | BA School of Business and Finance of the University of Latvia |

| Study form                | Lectures | Seminars and Practical Assignments | Laboratory Assignments | Independent Studies |
|---------------------------|----------|------------------------------------|------------------------|---------------------|
| Full-time Regular Studies | 4        | 56                                 | 0                      | 90                  |
| Distance learning         | 1        | 11                                 | 0                      | 138                 |

**Course Developer**

Dr. philol., prof. Indra Karapetjana

**Prerequisite Knowledge**

Knowledge of English at the secondary education level

**Study Course Abstract**

The aim of the course is to develop students' ability to communicate in various business situations and foster the acquisition of business terminology in the field of entrepreneurship. The study course activates and expands students' vocabulary, strengthens and deepens their knowledge of grammar, improves interactive and discussion skills, develops and refines the necessary vocabulary for exchanging information about business forms, types of banks and their functions, deepens the understanding of internationally used marketing terms, and fosters spoken and written communication skills.

**Course Plan Full-time Regular Studies**

- 1.Course requirements. Basics of discussion skills. Principles of starting conversations and exchange of information 1L 4Pd
- 2.Public speech. Public speech about economic themes 4Pd
- 3.Principles of summarizing business texts. Work with authentic materials. Summarizing authentic texts, test (1) 6Pd
4. Business and its principles 4Pd
- 5.Types of banks and their functions, test (2) 4Pd
- 6.Figures and numbers (British and American style) 1L 2Pd
- 7.Peculiarities of interpreting visual information. Different kinds of graphs 4Pd
- 8.Interpretation of the graphs, test (3) 4Pd
- 9.Legal forms of business 4Pd
- 10.Differences in style in written business communication, letters, emails, test (4) 1L 6Pd
- 11.Concept of marketing. Role of marketing nowadays, test (5) 4Pd

12. Written credit test. Principles of including visual information/graphs in presentations. Structure of presentations. How to make effective presentations 1L 6Pd  
13. Presentation about the company, including the use of using graphs 4Pd  
Total 4L 56Pd

**Course Plan Distance learning**

1. Course requirements. Basics of discussion skills. Principles of starting conversations and exchange of information 1L  
2. Public speech. Public speech about economic themes 1Pd  
3. Principles of summarizing business texts. Work with authentic materials. Summarizing authentic texts, test (1) 1Pd  
4. Business and its principles 1Pd  
5. Types of banks and their functions, test (2) 1Pd  
6. Figures and numbers (British and American style) 1Pd  
7. Peculiarities of interpreting visual information. Different kinds of graphs 1Pd  
8. Interpretation of the graphs, test (3) 1Pd  
9. Legal forms of business 1Pd  
10. Differences in style in written business communication, letters, emails, test (4) 1Pd  
11. Concept of marketing. Role of marketing nowadays, test (5) 2Pd  
Total 1L 11Pd

**Characterization of students' independent work organization and tasks**

Full-time studies - Work with authentic materials, acquisition and selection of information, preparation of presentations, homework.

Distance Learning – Independent study (video lectures on Moodle, other study materials, self-assessment tests, etc.)

**Learning Outcomes**

Knowledge:

1. Know legal forms of business.
2. Know types of banks and their functions; understand the role of marketing in business.
3. Understand differences in style in written and spoken business communication.
4. Understand business terminology.

Skills:

5. Critically evaluate facts in the text.
6. Describe graphs.
7. Summarize the most important information.

Competence:

8. Independently evaluate and analyze the obtained information.
9. Communicate professionally on business issues.

**Requirements for Awarding Credits**

Full-time

Intermediate tests:

1. Tests (5) and practical tasks are graded on a 10-point scale. Weighting in the overall grade – 25%
2. Presentation is graded on a 10-point scale. Weighting in the overall grade – 25%
3. Written credit test is graded on a 10-point scale. Weighting in the overall grade – 25%

Final test:

4. Oral exam is graded on a 10-point scale. Weighting in the overall grade – 25%

Distance Learning

Intermediate tests:

1. Tests (5) and practical tasks are graded on a 10-point scale. Weighting in the overall grade – 25%

- 2. Presentation is graded on a 10-point scale. Weighting in the overall grade – 25%
  - 3. Written credit test is graded on a 10-point scale. Weighting in the overall grade – 25%
- Final test:
- 4. Oral exam is graded on a 10-point scale. Weighting in the overall grade – 25%

**Criteria for Evaluating Learning Outcomes**

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

| Type of Assessment  | Learning Outcomes |   |   |   |   |   |   |   |   |
|---------------------|-------------------|---|---|---|---|---|---|---|---|
|                     | 1                 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1. Tests (5)        | -                 | - | - | + | + | + | + | + | + |
| 2. Presentation     | +                 | + | + | + | + | + | + | + | + |
| 3. Written test     | +                 | + | + | + | + | + | + | + | - |
| 4. Oral examination | +                 | + | + | + | + | + | + | + | + |

**Compulsory Reading List**

- 1.Emmerson, P., “Business English Handbook”. advanced, Macmillan, 2012
- 2.Mascull Bill. "Business Vocabulary in Use". C1-C2. 2022.
- 3. MacKenzie, I., “Management and Marketing”, 2nd edition, 2015
- 4.Dubicka Iwonna, Rosenberg Marjorie, O’Keeffe Margaret, Dignen Bob, Hogan Mike. "Business Partner Level" C1. Pearson. 2021
- 5.Dubicka Iwonna, Rosenberg Marjorie, Dignen Bob, Hogan Mike, Wright Lizzie. "Business Partner Level" B2+. Pearson. 2021

**Further Reading List**

- 1.Emmerson, P., “Business Vocabulary Builder” pre-intermediate to intermediate, Macmillan, 2014
- 2.Emmerson, P., “Business Grammar Builder” intermediate to upper-intermediate, Macmillan, 2014
- 3.Emmerson, P., “Business Vocabulary Builder” intermediate to upper- intermediate, Macmillan, 2013
- 4.Emmerson, P. “E-mail English”. 2nd edition. Macmillan. 2013.

**Periodicals and Other Sources**

- Latvian National Terminology Portal
- Forbes - American business magazine/ [www.forbes.com](http://www.forbes.com)
- The Economist | Go beyond breaking news / UK weekly magazine of news and international affair
- TED talks/public speeches: <https://www.ted.com/topics/business>