

## ESTONIAN AVIATION ACADEMY

COURSE CODE AND TITLE: (in English and Estonian)	LC.C.011 Business English <i>Inglise ärikeeel</i>
ACADEMIC YEAR, TERM, FORM OF STUDIES	2018/2019 Fall semester, daytime studies
CURRICULUM, SPECIALITY AND MODULE WHERE THE SUBJECT BELONGS TO	Aviation Management (2284) + Erasmus Program students
SCOPE OF SUBJECT (ECTS)	5.0
FORM OF CONTROL	Non-Graded Exam
WORKLOAD AND FORMAT OF STUDIES	Contact hours: 66h (5h per each week of classes) Individual working: 64 h (estimated)
LANGUAGE OF INSTRUCTION	English
PREREQUISITES FOR ENROLMENT	Required core (freshman and sophomore) English courses passed; knowledge or parallel studying of a Business course (at EAVA) would definitely be a plus
INSTRUCTOR(s)	Hans Kunka

### II. OBJECTIVES, EXPECTED OUTCOMES, AND ABSTRACT

OBJECTIVE	The course has the following 2 objectives: (1) to enable the students – through conversational format – to acquire the relevant Business terminology on the topics of business entity, leadership and management; accounting and finance, and marketing. Also, (2) to enable the students to study for BEC Higher exam, that will follow at the semester end.
EXPECTED OUTCOME	The students having successfully worked at this course will have: <ol style="list-style-type: none"> <li>1. acquired vocabulary range and accuracy sufficient to communicate effectively on various topics of business;</li> <li>2. improved their critical listening skills through business-related discussions and BEC listening assignments;</li> <li>3. learned to use essential informative reading techniques;</li> <li>4. familiarized themselves with essential writing and document composition skills.</li> </ol>
ABSTRACT	Throughout this course, the participants: <ol style="list-style-type: none"> <li>1. prepare for using professional English in ACM careers;</li> <li>2. acquire the techniques needed to earn a high score at the internationally acknowledged BEC (Higher) exam – in order to be better competitive at the tough labor market these days.</li> </ol> <p>BEC test assignments facilitate the students to improve their critical listening, informative reading, and professional writing skills.</p>

### III. GRADING SYSTEM AND CRITERIA

PREREQUISITES TO BE ALLOWED TO TAKE EXAMINATION	95-100 % participation in classes; reading up the materials, successfully completing all the verbal and writing assignments, doing successfully the 2 exams.
FORMATION OF EXAM MARK/OFF PRELIMINARY EXAM	The grade option that can be chosen for this course, is P/F .

	<p><u>The result for studying at this course can be earned according to the following grading plan:</u></p>	
	(1) Terminology Exam 1	= 15 %
	(2) Terminology Exam 2	= 20 %
	(3) 3 presentations = 3x10%	= 30 %
	(4) BEC Tryout EXAM 1	= 15 %
	(5) BEC Tryout EXAM 2	= 20 %

#### IV. TIME, TOPICS, ACTIVITIES

**Weeks 1-3**

Topics:

Academia as an organization: its structure, activities, management and administration.  
 Company types, their organizational structure; Board and management;  
 Making a company presentation (based on an aviation company / an aviation related company) (presentation # 1);  
 Hiring and recruiting in companies.

BEC:

Induction into BEC Higher (familiarizing oneself with the examination procedure and resolution of tasks). Tests 1-2 for training

**Weeks 4-6**

Topics:

Incentives, promotions, transfers; seeking jobs, preparing for and acting on an interview (practical interview assignment, accounting for presentation #2)  
 TERMINOLOGY EXAM # 1

BEC:

Test 2-3 (for training)  
 BEC TEST # 4 as TRYOUT

**Weeks 7-9**

Topics:

Job interview (Continued);  
 Financial Statements I;  
 Starting the Financial Statements II;

BEC:

Test 5-6

**Weeks 10-12**

Topics:

Financial Statements II (continued)  
 Basic Marketing  
 TERMINOLOGY EXAM # 2

**Weeks 10-12 (continued from the previous page)**

BEC:

Test 7  
 Capstone exercises with regard to BEC Higher Exam.

**Week 13**

Topics:

Presentation # 3

BEC:

TEST # 8 AS TRYOUT.

**THE COURSE WRAPS UP !**

## **V. COURSE TEXTS to be USED**

1. Business English Handbook (Advanced), by Paul Emmerson, Macmillan Publishers;
2. Respective conventional and online materials for terminology, developed by the course instructor;
3. Cambridge Business English Higher, Book 3 + sound tracks;
4. Cambridge Business English Higher, Book 5 + sound tracks.

### **ADDITIONAL SOURCES THAT ARE WORTH BROWSING AND READING:**

#### **A.**

1. Business in Action by *Courtland L. Bovee and John V. Thill*

#### **B.**

2. AVIATION BUSINESS JOURNAL, at <http://www.nata.aero/Products-and-Services/Aviation-Business-Journal.aspx>
3. AIRPORT BUSINESS, at <http://www.airport-business.com/2014/06/compelling-connectivity-cities-regions-europe/>
4. LIST OF AVIATION MAGAZINES <http://www.thirtythousandfeet.com/magazine.htm>
5. JOURNAL OF APPLIED LEADERSHIP AND MANAGEMENT <http://www.journal-alm.org/>
6. JOURNAL OF AIRLINE AND AIRPORT MANAGEMENT <http://www.jairm.org/index.php/jairm/issue/view/7>  
UNIVERSITY OF ST.GALLEN PUBLICATIONS (on Management and Business) at: <https://www.alexandria.unisg.ch/publications/223737/L-en>
7. WRITING BUSINESS MESSAGES <http://ww1.e-bookspdf.org/?subid1=c99a427a-58d3-11e8-b57a-efb6b7016c5f>
8. CONVENTIONALLY PUBLISHED AVIATION BUSINESS AND ECONOMICS JOURNALS ACCESSIBLE IN THE ACADEMY LIBRARY
9. English Language sections of students' national business newspapers, e.g.
10. BUSINESS IN FRANCE [http://www.french-property.com/news/french\\_business/](http://www.french-property.com/news/french_business/)
11. LITHUANIA BUSINESS NEWS <http://world.einnews.com/news/lithuania-business>
12. THE NETHERLANDS BUSINESS NEWS <http://www.iamsterdam.com/en-GB/business/setting-up-your-business/News/The-Netherlands>
13. BIZPOLAND.PL <http://www.bizpoland.pl/>
14. SLOVAKIA BUSINESS NEWS <http://world.einnews.com/news/slovakia-business>
15. TURKEY BUSINESS NEWS <http://world.einnews.com/news/turkey-business>
16. ESTONIA BUSINESS NEWS <http://world.einnews.com/news/turkey-business>

...and those published in other, respective countries the visiting students hail from.