

I. GENERAL	
COURSE CODE AND TITLE: <i>(in English and Estonian)</i>	LC.C.011 BUSINESS ENGLISH 1
COURSE IS OFFERED:	2018, fall semester
COURSE IS FOR:	Aviation Management (2284)
CREDITS (ECTS):	3.0
GRADE OPTION:	Non-Graded Exam
COURSE TIMEFRAME:	Contact hours 40 (4 per each week of classes) Working individually 38 hrs (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 Künka

II. OBJECTIVES, EXPECTED OUTCOMES, AND ABSTRACT	
OBJECTIVE	To enable the undergraduates to further improve / train their conversational / communication, informative reading, and writing skills. Also, the students embark on preparing for the internationally acknowledged BEC exam, so as by earning a high score they may definitely have an edge on the job market.
EXPECTED OUTCOME	The students having successfully worked at this course will have: <ol style="list-style-type: none"> 1. acquired vocabulary range and accuracy sufficient to communicate effectively on various topics of business; 2. honed their critical listening skills through business-related discussions and BEC listening assignments; 3. learned to use essential informative reading techniques; 4. familiarized themselves with essential writing and document composition skills.

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<p>ABSTRACT</p>	<p>Throughout this course, the participants:</p> <ol style="list-style-type: none"> 1. prepare for using professional English in ACM careers, and 2. acquire the skills needed for earning a high score at the internationally acknowledged BEC (Higher level) exam, which confirms the candidate's English proficiency that is a plus when searching for career opportunity in international setting. <p>This is the first part of the two-part course. First, it focuses on acquisition of business terminology and getting used to the business jargon in English. Though being mostly interactive, the course involves plenty of reading and, also, writing.</p>
	<p>The writing skills trained for, include the structure and composition of several professional documents.</p> <p>The presentation and writing skills trained for, will be improved further at the BEC prep course in upcoming spring semester.</p>

III. ABOUT GRADES AND GRADING

<p>REQUIREMENTS FOR SUCCESSFULLY COMPLETING THE COURSE</p>	<p>95-100 % participation in classes; reading up the materials, successfully completing all the verbal and writing assignments, and doing successfully at the 2 exams.</p>															
<p>GRADING AND GRADE DEVELOPMENT</p>	<p>The grade option that can be chosen for this course, is P/F. <u>The result for studying in this course can be earned according to the following grading plan:</u></p> <table style="margin-left: 40px; border: none;"> <tr> <td>(1) Professional resume</td> <td style="text-align: center;">=</td> <td style="text-align: right;">15 %</td> </tr> <tr> <td>(2) Statement of Purpose</td> <td style="text-align: center;">=</td> <td style="text-align: right;">15 %</td> </tr> <tr> <td>(3) Summary of Major Project</td> <td style="text-align: center;">=</td> <td style="text-align: right;">10 %</td> </tr> <tr> <td>(4) 3 presentations = 3x10%</td> <td style="text-align: center;">=</td> <td style="text-align: right;">30 %</td> </tr> <tr> <td>(5) EXAM 1</td> <td style="text-align: center;">=</td> <td style="text-align: right;">15 %</td> </tr> </table>	(1) Professional resume	=	15 %	(2) Statement of Purpose	=	15 %	(3) Summary of Major Project	=	10 %	(4) 3 presentations = 3x10%	=	30 %	(5) EXAM 1	=	15 %
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(5) EXAM 1	=	15 %														

IV. TIME, TOPICS, ACTIVITIES

Week 1 / Topics:

Academia as an organization: its structure, activities, management and administration.
Company types, their organizational structure, Board and management;
How to compose a Summary of a Major Project

Week 2 / Topics:

Summary of a Major Project submitted.

Week 3 / Topics:

Making a company presentation (based on an aviation company / an aviation related company) (presentation # 1);
Hiring and recruiting in companies;
How to compose a professional resume;

Week 4 / Topics:

Incentives, promotions, transfers;
Composing and submitting a professional Resume.

Week 5 / Topics:

Conducting a job interview (Presentation #2);

Week 6 / Topics:

SWOT Analysis: expectations and how-to;
EXAM 1

Week 7 / Topics:

Financial Statements I;

Week 8 / Topics:

Financial Statements I (continued);
Presentation # 3

Week 9 / Topics:

Financial Statements II;
Reading about composition of Statement of Purpose

Week 10 / Topics:

Financial Statements II (continued)
Statement of Purpose composed and submitted.
EXAM 2

The course wraps up.

V. COURSE TEXTS

1. Business English Handbook (Advanced), by Paul Emmerson, Macmillan Publishers;
2. Excellence in Business Communication, by John V. Thill and Courtland L. Bovee;
Pearson Publishers:
https://vk.com/doc102945518_369795835?hash=482615ad90a01169cc&dl=07f60485ffdc015990;
3. The Essential Handbook for Business Writing, by Desmond A. Gilling
http://essentialbusinessenglish.com/EBE/the_EBE_method_files/TheHandbook-Sampler.pdf
4. For all business topics to be discussed, materials can be searched and accessed online (with essential cues and references also provided, once the topic comes up)

Additional resources suggested:

- a) Business in Action by Courtland L. Bovee and John V. Thill
- b)
 1. AVIATION BUSINESS JOURNAL
<http://www.nata.aero/Products-and-Services/Aviation-Business-Journal.aspx>
 2. AIRPORT BUSINESS
<http://www.airport-business.com/2014/06/compelling-connectivity-cities-regions-europe/>
 3. LIST OF AVIATION MAGAZINES
<http://www.thirtythousandfeet.com/magazine.htm>
 4. JOURNAL OF APPLIED LEADERSHIP AND MANAGEMENT
<http://www.journal-alm.org/>
 5. JOURNAL OF AIRLINE AND AIRPORT MANAGEMENT
<http://www.jairm.org/index.php/jairm/issue/view/7>
 6. UNIVERSITY OF ST.GALLEN PUBLICATIONS (on Management and Business)
<https://www.alexandria.unisg.ch/publications/223737/L-en>
 7. WRITING BUSINESS MESSAGES
<http://www.e-bookspdf.org/view/aHR0cDovL3dwcY5wZWYyc29uY3VzdG9tLmNvbS93cHMvbWVkaWEvb2JqZWNo>
 8. ANY AVIATION BUSINESS AND COMPANY RELATED WEBSITE OR ONLINE JOURNAL THAT THE STUDENTS VISIT AND/OR PREFER TO USE;
 9. CONVENTIONALLY PUBLISHED AVIATION BUSINESS AND ECONOMICS JOURNALS;

ACCESSIBLE IN THE ACADEMY LIBRARY;

10. English Language sections of students' national business newspapers, e.g.;

BUSINESS IN FRANCE

http://www.french-property.com/news/french_business/

LITHUANIA BUSINESS NEWS

<http://world.einnews.com/news/lithuania-business>

THE NETHERLANDS BUSINESS NEWS

<http://www.iamsterdam.com/en-GB/business/setting-up-your-business/News/The-Netherlands>

BIZPOLAND.PL

<http://www.bizpoland.pl/>

SLOVAKIA BUSINESS NEWS

<http://world.einnews.com/news/slovakia-business>

TURKEY BUSINESS NEWS

<http://world.einnews.com/news/turkey-business>

ESTONIA BUSINESS NEWS

<http://world.einnews.com/news/turkey-business>