

SYLLABUS

I. GENERAL DATA ON SUBJECT COURSE	
CODE AND NAME OF SUBJECT (in Estonian and English)	LC.C.023 Business English <i>Inglise ärikeeel</i>
ACADEMIC YEAR, TERM	2019/2020 Fall semester, daytime studies
CURRICULUM, SPECIALITY AND MODULE WHERE THE SUBJECT BELONGS TO	Aviation Management (2284) curriculum
VOLUME OF SUBJECT (ECTS)	5,0 ECTS
FORM OF CONTROL	Non-Graded Exam (non-differential)
WORKLOAD AND FORMAT OF STUDIES	Contact hours: 66h (5h per each week of classes) Individual working: 64 h (estimated)
LANGUAGE OF INSTRUCTION	English
ADDITIONAL INFORMATION (PREREQUISITE SUBJECT COURSES, RESTRICTIONS)	Required core (freshman and sophomore) English courses passed; knowledge or parallel studying of a Business course (at EAVA) would definitely be a plus
LECTURER	Hans Künka

II. GOAL OF SUBJECT, LEARNING OUTCOMES AND SHORT DESCRIPTION OF THE COURSE	
GOAL OF SUBJECT COURSE	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.
LEARNING OUTCOMES	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. Improved 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.
SUBJECT COURSE DESCRIPTION	Throughout this course, the participants: <ol style="list-style-type: none"> 1. Prepare for using professional English in ACM careers; 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. <p>BEC test assignments facilitate the students to improve their critical listening, informative reading, and professional writing skills.</p>

III. GRADING SYSTEMS AND CRITERIA	
PREREQUISITES TO BE ALLOWED TO TAKE EXAMINATION/PRELIMINARY EXAMINATION	1. Participation in classes for 95-100%; 2. Reading up the materials; 3. Successfully completing all the verbal and writing assignments; 4. Doing successfully the 2 exams.
FORMATION OF EXAMINATION MARK/OFF PRELIMINARY EXAM	The grade option that can be chosen for this course, is Passed or Failed.
OPPORTUNITIES FOR SETTLING ARREARS/INSUFFICIENCIES IN ACADEMIC PROGRESS	To be agreed with the teacher.
GRADING SYSTEM	RESPECTIVE MARKING CRITERIA
	The result for studying at this course can be earned according to the following grading plan: (1) Terminology Exam 1 = 15 % (2) Terminology Exam 2 = 20 % (3) 3 presentations = 3x10% = 30 % (4) BEC Tryout EXAM 1 = 15 % BEC Tryout EXAM 2 = 20 %

IV. SCHEDULE AND LIST OF TOPICS			
WEEK OF YEAR	WORK FORMAT	TOPICS	LECTURER
1-3	Lecture, seminar	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. <u>BEC:</u> Induction into BEC Higher (familiarizing oneself with the examination procedure and resolution of tasks). Tests 1-2 for training	H. Künka
4-6	Lecture, seminar	Incentives, promotions, transfers; seeking jobs, preparing for and acting on an interview (practical interview assignment, accounting for presentation #2) TERMINOLOGY EXAM # 1 <u>BEC:</u> Test 2-3 (for training) BEC TEST # 4 as TRYOUT	H. Künka
7-9	Lecture, seminar	Job interview (Continued). Financial Statements I. Starting the Financial Statements II. <u>BEC:</u> Test 5-6	H. Künka
10-12	Lecture, seminar	Financial Statements II (continued). Basic Marketing TERMINOLOGY EXAM # 2 <u>BEC:</u> Test 7 Capstone exercises with regard to BEC Higher Exam.	H. Künka

13	Lecture, seminar	Presentation # 3 <u>BEC:</u> TEST # 8 AS TRYOUT.	H. Künka
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V. LEARNING MATERIALS

Compulsory materials:

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 materials recommended:

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/>