

Unit Title	Business Language Skills
Programme(s)/Course	BA Business Studies/BA Business Administration, HND Business Studies
Level	4
Semester	1
Ref No:	-
Credit Value	10 CAT Points
Student Study hours	Contact hours: 30 Student managed learning hours: 70
Pre- requisite learning	-
Co-requisites	-
Excluded combinations	-
Unit Coordinator [Name + e mail address]	Karen Peter peterk@lsbu.ac.uk
Parent Department	Business Studies
Parent Course	HND Business Studies BA (Hons) Business Studies/Administration
Description [100 words max]	This first semester unit is for students whose first language is not English. It aims to develop students' competence in English language and communication within the context of business. It focuses on cores skills of reading, writing, listening and speaking with regular formative assessment tasks enabling students to identify strategies for improvement. It will also develop their understanding of the world of business whilst enhancing critical thinking skills, presentation skills, team-working and the study skills required for conducting research and producing academic writing for assessment. The teaching method is task-based and students are expected to participate actively in the learning process through pairwork, groupwork and independent study.
JACS Code	
Aims	The aim of the unit is to develop students' language skills and strategies in reading and summarising, selecting appropriate sources and referencing, writing for academic and business purposes, speaking for presentations or discussions and note-taking from lectures. The objective is to support students for their undergraduate level study. This involves the development

	<p>of language awareness, particularly as it relates to accuracy in speaking and writing and an understanding of style and register differences. Students are expected to expand their range of formal academic and business vocabulary and to use their reading to produce a logical and coherent argument. Academic and independent learning skills such as planning, drafting, editing and proofreading are also developed..</p>
Learning outcomes	<p>On successful completion of the unit, students should be able to:</p> <p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Expand range of business and academic vocabulary • Expand knowledge of key business topics and contexts • Develop understanding of what academic writing involves • Develop knowledge of English language structures and textual cohesion <p>Intellectual Skills:</p> <ul style="list-style-type: none"> • Enhance critical thinking skills in relation to selecting information, analysing academic texts and evaluating a company <p>Practical Skills:</p> <ul style="list-style-type: none"> • Identify strategies to improve key language skills • Further develop fluency in speaking • Develop ability to write in the appropriate style and accurately within a formal academic context • Improve ability to structure a logical and coherent argument • Acquire a range of skills and techniques to improve reading comprehension and ability to research effectively for presentations and essays • Further develop skills of listening, note-taking and summarising from lectures <p>Transferable Skills:</p> <ul style="list-style-type: none"> • Enhance independence in researching and producing work to meet deadlines supported by Personal Development Planning • Develop time management and organisational abilities through managing course workload • Develop communication skills of writing and speaking in academic and business contexts • Enhance IT skills through effective use of the VLE and computers for research and production of work on PowerPoint and in Word
Employability	<p>The aim of the unit is to develop the language and communication skills of students in the contexts of business and academic study as well as other skills valued by employers such as team-working.</p>
Teaching & Learning Pattern	<p>Lessons follow an integrated multi-skills approach whereby speaking, listening, reading and writing are developed jointly through a communicative approach. Students are expected to participate fully in a range of active learning tasks involving individual, pair, group and whole class work. Tasks are designed to reflect the requirements of the real-world and work e.g. note-taking, report writing and student-led discussions. Assessment for learning supports the teaching and learning process through consistent and timely in-</p>

	class feedback which prepares students for their assessed tasks. All students are expected to complete self-managed learning on a weekly basis.
Indicative content	The unit adopts a task-based approach to learning contextualised in a range of business and current affairs topics. It also draws on Writing in the Discipline in its choice of topics to fully support and prepare students for their other units of study. Materials are selected from relevant journals, books, databases and industry websites to provide a basis for skills, vocabulary and critical thinking development.
Assessment method (Please give details – elements, weightings, sequence of elements, final component)	100% coursework: 30% oral presentation evaluating a business context in weeks 6-8 10% Essay draft and bibliography to be submitted in accordance with minimum criteria requirements: week 10 60% Formal academic essay on a business topic: 1,000 words: week 12
Indicative Reading	<p>CORE READING:</p> <p>COTTRELL, S. (2008) <u>The Study Skills Handbook</u> Basingstoke: Palgrave Macmillan</p> <p>COTTRELL S. (2011) <u>Critical Thinking Skills</u> Basingstoke: Palgrave Macmillan</p> <p>GODFREY, J (2009) <u>How to Use Your Reading in Your Essays</u>. Basingstoke: Palgrave Macmillan</p> <p>OPTIONAL READING:</p> <p>BAILEY, S. <u>Academic Writing</u> (2006). A Handbook for International Students. Routledge Study Guides. London: Routledge</p> <p>BAILEY, S (2010). <u>Academic Writing for International Students of Business</u>. London: Routledge</p> <p>MACKENZIE I. 2002 - (2nd edition) <u>English for Business Studies - a Course for Business Studies and Economics Students</u>. Cambridge: CUP</p> <p>MASCULL B. (2002). <u>Business Vocabulary in Use</u>. Cambridge: CUP</p> <p>MASCULL B. (1996) <u>Key Words in Business</u>. London: Harper Collins</p> <p>WORTHINGTON, I. & BRITTON C. (2006) (4th ed.) <u>The Business Environment</u>. London: FT Prentice Hall</p>
Other Learning Resource:	<p>Academic Assistant: www.blc.lsbu.ac.uk/aa</p> <p>BBC Business: www.bbc.co.uk/business</p> <p>BBC English: www.bbc.co.uk/worldservice/learningenglish</p> <p>Bized: www.bized.ac.uk/listserv/listhome.html</p> <p>Business Week: www.businessweek.com</p>

	<p>Economist: www.economist.com</p> <p>Marketing Week: www.marketing-week.com</p> <p>UEFAP: www.uefap.co.uk</p>
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