

Subject card

Subject name and code	Business Foreign Language, PG_00132304						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	1	ECTS credits			4.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Zrównoważonych Procesów Rynkowych -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Rafał Broniewski				
	Teachers		mgr Rafał Broniewski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		27.0		43.0	100
Subject objectives	The main aim of the classes is to learn business concepts, systems and strategies in English. It is a CLIL course Content and Language Integrated Learning, which combines business and language learning, as well as communication behaviors in foreign language. The classes should improve language skills in the field of business specialist language, focused on economics, finance and related fields.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W03] knows terminology in the field of international business, international economics and financial relations and complementary disciplines	The student knows the terminology in the field of international business, international economics and financial relations as well as complementary disciplines.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBMU2_U07] can prepare oral presentations on economic and social issues, using specialist theoretical approaches with diverse audiences, can prepare and lead a debate	The student can prepare oral presentations on international business issues, using specialist theoretical approaches with diverse audiences, and can prepare and lead a debate.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU6] demonstration of practical skills
	[IBMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international business	The student is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international business according to business foreign language competencies.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role, and using business foreign language terminology.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills
	[IBMU2_U06] has language skills in the field of business which comply with the requirements of level B2+ of the Common European Framework of Reference for Languages	The student has foreign language skills in the field of business and economics, which comply with the requirements of level B2+ according to the Common European Framework of Reference for Languages.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU6] demonstration of practical skills
Subject contents	Business foreign language of: <ol style="list-style-type: none"> 1. Company law and types of business 2. Funding the business and sources of funds 3. Accounting and financial analysis 4. Investment and financial markets 5. Corporate finance and mergers & acquisitions 6. Banking, insurance and taxation 7. Company structure 8. Market environment and marketing strategies 9. Competitive strategies 10. Product development, positioning and branding 11. Innovation strategies and Promotional mix 12. Production and operations management 13. Logistics and transport 		
Prerequisites and co-requisites	Good command of Foreign Language B2 level.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	class activity	51.0%	30.0%
	oral exam	51.0%	40.0%
	written tests	51.0%	30.0%
Recommended reading	Basic literature	Materials listed by the teacher, including those available on the website of the Foreign Languages Centre	
	Supplementary literature	Materials prepared by the teacher.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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