



## BUSINESS ENGLISH IN A MULTICULTURAL ENVIRONMENT

<b>Credit points:</b>	<b>5 CP</b>
<b>Study course annotation</b>	This course is designed is for master's degree students who need business English skills in specialized areas, and is focused on Business English in cross-cultural environment.
<b>Aim of the studycourse</b>	The aim of this short course is to to teach learners Business English; to use the language communication in multicultural context and successfully collaborate with other cultures in the busin environment.
<b>Tasks of the studycourse</b>	The objectives of the course are the following: <ul style="list-style-type: none"> <li>• To teach the proper use of language in different contexts;</li> <li>• To teach effective communication strategies and their application at communication in multicultural business environment;</li> <li>• To improve the skills of speaking, listening and mutual understanding for active language usage in a multicultural business environment;</li> <li>• To focus on the development of reading and vocabulary skills necessary for professional work in a multicultural business environment.</li> </ul>
<b>Study course results:</b>	<b>Knowledge</b>
	Improved learners' knowledge and skills of business English;
	<b>Abilities</b>
	Developed required and useful business English skills and practical language skills directly applicable in professional activities, with a focus on speaking, reading, and listening skills.
<b>Competences</b>	Improved learners' communicative competence in English as a means of communication in professional areas: linguistic competence, discourse competence and cross-cultural competence.
<b>Study course plan:</b>	
No.	<b>Topics</b>
1.	Professional activity in multicultural environment. Overcoming cultural barriers. Communicating across cultures. Working styles in Japan.
2.	Business activity in foreign markets. Doing business in China. Keeping employees happy in India.
3.	International business corporations. Why international mergers often fail. Making an international merger work.
4.	Life and work abroad. International assignments. Communicating effectively. Managing international meetings. Presenting across cultures.
5.	Work in international teams. Introducing yourself to your team. Giving and responding to team feedback. Getting the best out of an international team. Problem-solving techniques.
6.	Learning and development. Describing corporate cultures. Developing flexible thinking to deal with different intercultural situations.
7.	Strategies for negotiations. Dealing with conflict.
8.	Customizing your message for different audiences. Writing e-mails.
<b>Form of final examination:</b>	
	Written examination work



**Description of the study course acquisition results and assessment criteria:**

The completion of the study course is assessed on a 10-grade scale in accordance with the Regulations of the Cabinet of Ministers No. 141, No. 512, No. 240 and the “Regulations on Study Course Exams and Tests at the Baltic International Academy” approved by the BIA Senate. Decision No. 211 based on the following criteria: the volume and quality of knowledge acquired; skills acquired; acquired competence according to the planned learning outcomes ([www.BIA.edu.lv](http://www.BIA.edu.lv))

**Mandatory literature of the study course:**

1. Marjorie Rosenberg, Bob Dignen. Business Partner C1 Coursebook with Digital Resources, Pearson, 2020
2. Adrian Pilbeam. Working Across Cultures: Business English. Market Leader. Pearson, Longman. 2010
3. Bob Dignen. Communicating Across Cultures, Cambridge Business Skills, Cambridge University Press, 2011, ISBN 978 0 521-18198-3

**Study course supplementary literature:**

1. Gesteland Richard R. (2005) Cross-Cultural Business Behavior: Negotiating, Selling, Sourcing and Managing Across Cultures. Copenhagen Business School Press
2. Moran R, Harris P, Moran S (2011) Managing Cultural Differences. Elsevier Inc., USA
3. Laura Monahon English, Sarah Lynn. Business Across Culture: Effective Communication Strategies (English for Business Success). Pearson. 2000

**Periodicals and other sources of information:**

Scientific journals according to the field of interests of a master student.

**During the study process changes and additions to the program and the list of references are possible**