

English for Business Negotiations

Syllabus

Approved by the Program Academic Council

24.05.2019

Protocol # 3

Instructor: Kevin Cancellaro, MA, Associate Professor

Course Description

a) Pre-requisites

The course “English for Business Negotiations” is available only to students with a good level of English (not less than B2). That is, they have either successfully passed through “Essential English” and “Introduction to College Writing” or already had high English level by the time they entered the program (as classified by the English level placement test).

b) Course Type (compulsory, elective, optional)

Elective course

Abstract

This 300 level course is designed to improve students’ ability to conduct business negotiations in English. The class will require students to become familiar with specific business terminology, speech acts (set phrases used in specific contexts) and how to speak formally in a register common to business situations. Each class will have two parts: the introduction of the main theme, new vocabulary and general discussion; a case study, in which a specific business situation will be argued in teams or in pairs. In addition, the course may include some explanations of advanced grammar, analysis of formal speech, consolidation of presentation and discussion of general business topics taken from authentic materials of current interest. The course also aims to develop students’ general critical thinking and debate skills. Topics will cover a broad range of business related issues, including topics related to Marketing, Human Resources, Corporate Organization, Business Ethics, and others taken from The Economist and Market Leader textbooks. Additionally, Extensive reading will be required to prepare for Case Study debates and some writing may also be required in the form of post-meeting reports.

Learning Objectives

The main objective of the course is to improve students’ ability to conduct business negotiations in English. The class will require students to become familiar with specific business terminology,

speech acts (set phrases used in specific contexts) and how to speak formally in a register common to business situations.

Learning Outcomes

After learning the course, students will:

know:

the specific vocabulary, grammar speech patterns and language register required to conduct a successful business negotiation in English;

how business negotiations are held, main strategies to achieve your goal.

be able to:

- improve their general oral fluency and critical thinking skills in discussions about business topics;

- synthesize class discussions and other media presentations and incorporate these ideas into their writing or presentations.

have skills of:

- convincing the opponent during negotiations by using strategies learnt.

Course Plan

Topic 1. Brands and Product Rebranding

Topic 2. Mergers and Acquisitions

Topic 3. Business Negotiations

Topic 4. Crisis Management

Topic 5. Leadership

Topic 6. Corporate Governance and Organization

Topic 7. Consulting

Topic 8. Pre-Midterm Review

Topic 9. Banking and Finance

Topic 10. Marketing

Topic 11. Investing

Topic 12. Training

Topic 13. Project Management

Topic 14. Business Ethics

Topic 15. New Business Development

Reading List

a. Required

7. D. Cotton, D. Falvey, S. Kent. (2005 or later) Market leader: upper intermediate: course book

b. Optional

All supplementary materials will be handed out by the instructor.

Grading System

The grade for the course is based as follows:

Participation 30%

Quiz/HA 30%

Final test 20%

Midterm 10%

Final Project 10%

Participation: Because the focus of the class is to improve students' oral fluency skills, class participation is extremely important, and for this reason is 30 % of the final grade. This includes attendance, participation in class pair work, group work, presentations and contributions to the class. Absences due to sickness must be documented. MORE THAN 6 ABSENCES WILL RESULT IN AUTOMATIC FAILURE.

Midterm and Finals: The midterm will consist of a vocabulary, grammar and speech acts covered in the class, as well as an essay about a case study or general business negotiating strategy. 15 %

Methods of Instruction

The following methods and forms of study are used in the course:

- Lectures
- Self-learning with literature

Special Equipment and Software Support

The following software programs from local HSE network (by contract) will be used in class:

- Microsoft Windows 7 Professional RUS or
- Microsoft Windows 10 or
- Microsoft Windows 8.1 Professional RUS

The multi-media projector will be required for presentations as well.