

2023-2024, Летен семестър **Бизнес английски език**
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Редовна сесия (Текуща оценка): Оценки

Поправителна сесия: Дата (вж. сайта на ФМИ и [тук](#)) Оценки

Ликвидационна сесия: Дата (вж. сайта на ФМИ и [тук](#)) Оценки

Date	Classes	Homework
22.02.24	1.Assigning Term Project <i>Discussion on what is the difference between <u>a company and a brand</u>, and <u>between branding and marketing</u>.</i> <i>Examples of major brands, such as Apple, Nike, Coca Cola etc.</i> <i>What kinds of products does each company sell?</i> <i>What is each brand about - its identity?</i> <i>Do you buy their products or support their brands at all? Give reasons why or why not.</i>	TERM PROJECT Activity On Branding: Step 1: Choose from one of the options below: A company/business/organization you imaginary established or work for • A company/business/organization you regularly buy from or support • A new company/business/organization you would like to create or start Step 2: Create a basic company profile for this company, describing the industry it's in and the types of products or services it sells. Create a brand profile, as

	UNIT 1 1. Test and Speaking Activity 2. Topics: Meeting new colleagues; Business around the world; Everyday work activities; Asking questions at work; Exchanging details; Skills - expressions + Grammar and practice exercises for Business English (Pr.Simple, Pr.Cont) Soft skills: 1 Positive attitude Overview 3.5 https://docs.google.com/document/d/1jW_84yLjPfzHBTVleJi5kLfBkiTLalGlir2QxxqNB7U/edit?usp=sharing Overview BCP	described below. Come up with: ● A description of the brand identity ● A unique selling proposition ● Buzzwords associated with the brand ● A catchy slogan for the brand Step 3: Promote/pitch their brand.(you have a potential investor - pitch the company and brand) HOMEWORK: Professional introduction; Elevator-style introduction
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https://docs.google.com/document/d/1ab2sXu9XIJ9VLc8gVpPELuR6B_2IUD8IP_QDXAgs3Vw/edit?usp=sharing

Activity 0

https://docs.google.com/forms/d/e/1FAIpQLSePY2J7NFyQXAY5RxFTeSYHq2PXBw9oogs12sORXP7MPJnEGg/viewform?usp=sf_link

Activity 1a

https://docs.google.com/forms/d/e/1FAIpQLSc9GC4_e9Zf44N9nkEFMznaYpqSErWzxIIW4GFoX03IYPJ6vQ/viewform?usp=sf_link

Activity 1b

https://docs.google.com/forms/d/e/1FAIpQLScbOO7HrqT83uLxifa0Sep11dJyvlpVj4P3J1lw7ZkUi8ACfQ/viewform?usp=sf_link

(thinking traps)

<https://actionforhappiness.org/10-keys/resilience>

Activity 1c (reflection)

https://docs.google.com/forms/d/e/1FAIpQLSeguk5Bj_Lk0UTf5iOhHkQ3GbUld4Cvld1CBS4SmQOIcxb_8A/viewform?usp=sf_link

29.02.24	Unit 2 Asking questions at work; Exchanging details; Skills and experience; Vocabulary, Choosing a job - expressions + Grammar and practice exercises for Business English (Pr.Simple vs.Pr.Cont.; Past Simple; Pr.Perfect - ever, never, already, yet, for and since; Pr.Perf. and Pr. Perf. Continuous; Past Simple, Pr. Perfect and Pr. Perfect Cont.) Problem solving and analytical thinking Article: https://docs.google.com/document/d/1x9V4yw3l9aupRQrUd9w0o0hVVO0iHFwQSDM8CW0_GC0/edit?usp=sharing Activity: https://docs.google.com/forms/d/e/1FAIpQLSdYKOMyAl4pNcg3asDI7k04SFoXO4A68M7_4RZELBAw4Nkjlw/viewform?usp=sf_link Team working skills	HOMEWORK (teamwork) 1. What do you think “business etiquette” means? 2. What are some examples of business etiquette? 3. How important is it to have correct business etiquette? How can it help you in your career? 4. What role does culture play in business etiquette? 5. How do you think business etiquette affects productivity in the workplace? 6. How should we treat co-workers and colleagues in the workplace? Chose a topic that illustrate specific corporate scenarios, such as: • Multiple people networking at a convention • A group of colleagues sitting down at a business lunch • A person giving a presentation • An employee and his client having a face-to-face meeting

	Article: https://docs.google.com/document/d/17K0zo97ipTrPniRqrsrJykstFZG3S-DHxJ-49KjqTel/edit?usp=sharing	• An employee and his manager having a virtual meeting Imagine that something goes wrong in the chosen scenario. Describe what went wrong using adjectives or vocabulary terms related to business etiquette. You can use the ones below or come up with your own. • <i>appreciated</i> • <i>bossy</i> • <i>disrespectful</i> • <i>uncooperative</i> • <i>engaged</i> • <i>polite</i> • <i>tone</i> • <i>attention</i> • <i>handshake</i> • <i>eye contact</i> • <i>a good impression</i> • <i>an active listener</i> After you've sent your assignment, do the following activity https://docs.google.com/forms/d/e/1FAIpQLSfvvF6TD_-8Ew7tApHVbu7CXyu76zVbtSAcAh8my6t1481JIQ/viewform?usp=sf_link
07.03.24	Unit 3 Describing your workplace; Vocabulary; Personal qualities; Describing your	Time and energy management Article 4 https://docs.google.com/document/d/1SbN0IAan6R6uQGWR0GI

job; Workplace routines; Vocabulary; Hobbies and habits - expressions + Grammar and practice exercises for Business English (Past Cont.; Past Perfect; The Future - will, Pr.Cont. and going to, other future tenses, possibility and probability)

10 Best small talk topics & conversation starters;
<https://preply.com/en/blog/small-talk-topics/>

Building rapport :

<https://www.mindtools.com/a9f9kqi/building-rapport>

[ITavNTu1cnL3o9r98I-IJBXI/edit?usp=sharing](https://docs.google.com/forms/d/1TavNTu1cnL3o9r98I-IJBXI/edit?usp=sharing)

Activity 4a

https://docs.google.com/forms/d/e/1FAIpQLSepVCrGhBrzY-lqcHuYUJcSfymPC2TFQobOaVhLDn8PjdbJQ/viewform?usp=sf_link

Activity 4b

https://docs.google.com/forms/d/e/1FAIpQLScsvsLZmXrRPFkTxYRi10ImD9Anpairmh7DiybNKVzAXJsslq/viewform?usp=sf_link

Activity 8a

https://docs.google.com/forms/d/e/1FAIpQLScgE2y7Hs_4nf2QgB4qEmBr0T2UYOUbuPM-UV402bRKf0XoQ/viewform?usp=sf_link

Activity 8b

https://docs.google.com/forms/d/e/1FAIpQLScKD8Qm4mqpW_d8jSWOgr2nMR7bn1e5KTG8-3YcSVXTSNHfQ/viewform?usp=sf_link

Leadership skills

Article 8

<https://docs.google.com/document/d/1xHbU3RjM8BwflPH11apYPP-K2RM7Uwzljr9o92Keb58/e>

		dit?usp=sharing <u>Activity 8a</u> https://docs.google.com/forms/d/e/1FAIpQLSc70oXSdAJHyVbDI/OeP_hyHh1S34LctpzOHZB5XAzS4zZBs9Q/viewform?usp=sf_link <u>Activity 8b</u> https://docs.google.com/forms/d/e/1FAIpQLSd6Wd4Z_DEDPpqZuEeCwKEWfAWY7id2SQC0CWFxUIEu7GYdPA/viewform?usp=sf_link Write a follow-up email after a meeting and send it via email. (How do you write a follow up email for a meeting?) What belongs in a post-meeting follow-up email? • <u>A clear and compelling subject line.</u> • <u>A brief expression of gratitude.</u> • <u>Context for the recipient(s) (usually relating back to the meeting)</u> • <u>Information about next steps.</u> • <u>An open invitation to ask questions.</u> • <u>A call to action.)</u> https://blog.hubspot.com/sales/follow-up-email-after-meeting-networking
14.03.24	Unit 4 Past events; Dates and times; Company history; Vocabulary; Talking about your plans; - expressions +	<u>Activity 3a</u> The 3 WHYs https://docs.google.com/forms/d/e/1FAIpQLScZ0-9xVTIJ7DJibBL5g8cCBYwq9iLC-bL9WZ15ySMoMr6wdQ/viewform?usp=sf_link

Grammar and practice exercises for Business English (Passive voice 1; Passive voice other tenses; Have sth done; Conditionals - Zero, First,if, unless etc.; Second; Third)

Send it via email too.

Adaptability skills

[Overview 3](#)

[Activity 3a](#)

[Activity 3b](#)

Creativity skills

Article 9

<https://docs.google.com/document/d/1XkPivIHJbxbOGJeJpFAuh80Z057fmZdHCycBr61b7CM/edit?usp=sharing>

Activity 9b

https://docs.google.com/forms/d/e/1FAIpQLScpdDB8uCQF2pww9U_cbyKpmlLEhQnzXLSMnicBMqAqyztbnA/vi ewform?usp=sf_link

Discussion in Teams. Please, send the the following topics' conclusions via email:

I. [Business English Conversation Questions About Offices:](#)

- 1. What is your physical workspace like? Describe it in detail.**
- 2. How satisfied are you with the space where you work? What could you do to improve the conditions or make it a happier space to work?**
- 3. In general, what kinds of conditions can influence or affect a person's productivity, creativity, or stress levels in their workspace?**

II. [Conversation Questions About Networking:](#)

- 1. To what extent do you network in person or online for your job/profession?**
- 2. Where are the best places to look for a job?**

		3. How have you found jobs in the past?
21.03.24	Unit 5 Giving opinions; Agreeing and disagreeing; Health and safety; Suggestions and advice; Giving a presentation; Rules and requests; Vocabulary-expressions + Grammar and practice exercises for Business English (Modal verbs - suggestions, advice, obligation and criticism - shall I?, should, ought to; Modal verbs - ability, possibility and permission - can, could, may; Modal verbs - obligation and necessity - must, have to, needn't, can't; Modal verbs - speculation- may, might, must, can't; Verbs + -ing or infinitive) CV/Resume Articles: Resume trends to follow in 2023; https://resumeworded.com/resume-trends-2023-key-advice 23 Resume Tips for 2023 https://careerservices.fas.harvard.edu/blog/2023/01/10/23-resume-tips-for-2023/	Write and send via email: 1. Resume - example - use the following sample: Sample: Umbrella resume https://docs.google.com/document/d/11LxPLT-9TT3ZX3Gj5SzMkGz6rcc6YLdehVekoVatEI8/edit?usp=sharing 2. Cover letter - example - follow the link: https://novoresume.com/career-blog/how-to-write-a-cover-letter-guide 3. Job posting - example - use the following sample: Sample: Job posting https://docs.google.com/document/d/1G2Sf3HQWUH-IVCTj1bxfx3SIkvW2e8ZiRBzieLX33Fo/edit?usp=sharing

	Video for Inspiration: Create a Perfect Resume in 10 Minutes https://www.youtube.com/watch?v=udC8gCBTsxs	
28.03.24	Unit 6 Discussing issues; Apologies and explanations; Tasks and targets; Dealing with complaints - expressions + Grammar and practice exercises for Business English (Reported speech: statements, thoughts, commands, requests, questions and reporting verbs; Relative clauses who, that, which, whose, whom, where, with, what and non-defining clauses)	Identify common language challenges faced by non-native English speakers in a business context. What is your approach to handling these problems? Send your answers via email. Challenges: Lexical challenges: Unfamiliar everyday words, set phrases, and idioms Lexical challenges: Unfamiliar technical terms, jargon, and idioms. Unfamiliar abbreviations and acronyms not explained by the writer or speaker Strings of nouns in technical context without a verb or preposition connecting them Sentence structure and compound sentences Grammar: Active voice & Passive voice in scientific texts Grammar: tenses in scientific texts Interpreting data, understanding visuals such as flow charts and diagrams Writing: Spelling technical terms Speaking: Pronouncing words and acronyms Fear of speaking in public: Speaking Anxiety Fear of speaking: Interference with mother tongue Listening comprehension: fast speech Listening comprehension: unfamiliar accents Listening comprehension: on the phone; VoIP; video conferencing Listening comprehension: media, e.g. Youtube tutorials, lectures, interviews, etc.) Technical writing: software product documentation, e.g. user guides, instruction manuals, etc.) Technical writing: inter & intra-team communication Intercultural differences

04.04.24	Unit 7 Making travel arrangements; Asking for directions; Describing your stay - expressions + Grammar and practice exercises for Business English (Countable and uncountable nouns - a, an, the, some, any) <u>Article: 50 Behavioral Interview Questions</u> https://www.apollotechnical.com/behavioral-interview-questions/ Soft skills: Work ethic <u>Article 5</u> https://docs.google.com/document/d/13A5oKn8XuDQOJHRZMTA7bH2iMRY0uGoGeEyt27wRkJc/edit?usp=sharing	1. Write down a list of examples of illegal interview questions and give possible suggestions of how to handle them. Send your answers via email. 2. What is a discriminatory interview question? Write down a list of discriminatory interview questions and your possible approach to dealing with them. Send your answers via email. 4. Write down a list of invisible tricks used by the interviewees to test you. What should be your correct response to such “techniques”. Send your answers via email. 5. Apply the STAR technique in job interviews (if they ask you about a specific situation you’ve dealt with): Situation -context Task -specific objective or goal; challenges or obstacles Action –steps you took to address the task or problem, highlighting skills, abilities or personal qualities Result –outcome of your actions, incl. measurable achievements or improvements, and reflecting on the impact
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		6. Do desktop research on Mock Interview Platforms: Pramp InterviewBit LeetCode Interview. What are their advantages and disadvantages?
11.04.24	Unit 8 Conferences and visitors; Dining and hospitality; Informal phone calls; Formal phone calls - expressions + Grammar and practice exercises for Business English (Adjectives and adverbs; Comparing adjectives; Comparing adverbs and nouns; too, not enough, so, such) Videos for Inspiration: <u>2. Small Talk in English</u> <u>https://www.youtube.com/watch?v=HAZ-lrB-fB4&t=186s</u> <u>4 Ways to Build Rapport</u> <u>https://www.youtube.com/watch?v=b4m8cr61cHQ</u>	1. Give examples of Current Communication Practices (channels, tools, processes). How do they facilitate collaboration and ensure accessibility across teams and departments? Identify their strengths, weaknesses, and areas for improvement. Outline guidelines for effective communication which can be tailored to specific organizational goals. Give examples of appropriate trainings and resources to equip employees with the necessary skills and knowledge to communicate effectively. Which are the most effective? Establish metrics to evaluate the level of communication effectiveness when using different communication tools, channels and processes. Send your answers via email. 2. Build Rapport and send it via email (<i>use the following</i>

information:

Building rapport is essential in business settings as it helps establish trust, understanding, and positive relationships with colleagues, clients, and partners.

Here are some strategies to build rapport effectively:

-Active Listening: Pay close attention to what others are saying without interrupting. Show genuine interest by nodding, making eye contact, and providing verbal affirmations.

-Find Common Ground: Look for shared interests, experiences, or goals that you and the other person have in common. This can create a sense of connection and camaraderie.

-Ask Open-Ended Questions: Encourage the other person to share more about themselves by asking questions that require more than just a yes or no answer. This demonstrates your interest in their perspective.

-Empathy and Understanding: Show empathy and understanding by acknowledging the other person's feelings and perspectives, even if you don't agree with them. This helps foster an environment of mutual respect.

-Mirror and Match: Subtly mirror the other person's body language, tone of voice, and communication style. This can create a sense of familiarity and comfort.

-Be Authentic: Be genuine and sincere in your interactions. Authenticity builds trust and credibility, which are essential components of rapport.

-Maintain Positivity: Maintain a positive attitude and demeanor, even in challenging situations. Positivity is contagious and can help create a more harmonious atmosphere.

-Follow Up: Follow up on previous conversations or interactions by referencing shared experiences or interests. This shows that you value the relationship and are invested in maintaining it.

-Respect Boundaries: Respect the other person's boundaries and personal space.

		<i>Avoid being too intrusive or overbearing, as this can have the opposite effect and hinder rapport-building efforts.</i> <i>-Practice Empathetic Communication: Communicate with empathy by considering the other person's perspective and feelings. This involves active listening, validation of emotions, and thoughtful responses.</i>
18.04.24	<u>Unit 9</u> Writing a resume; Making plans; Vocabulary; Email and summary - expressions + Grammar and practice exercises for Business English (Adjectives +preposition combination; Nouns + preposition combination; Verbs + preposition combination; Phrasal verbs)	Business English Expressions Test Assignment Instructions: You are part of the marketing team at XYZ Corporation, a global consumer electronics company preparing to launch its latest innovation, the "X1 Smartwatch." Your task is to create a detailed business communication plan outlining how the company will communicate with various stakeholders throughout the product launch process. Tasks: Situation Analysis: Conduct research on the smartwatch market, competitors, and target audience demographics. Summarize key findings relevant to the product launch and identify potential opportunities and challenges. Target Audience Analysis: Define the target audience segments for the X1 Smartwatch, including demographics, psychographics, and buying behaviors. Tailor communication strategies to address the needs and

		preferences of each audience segment. Internal Communication Strategy: Develop a plan for internal communication within XYZ Corporation to ensure alignment and engagement among employees. External Communication Strategy: Design a multi-channel communication strategy to reach external stakeholders, including customers, retailers, distributors, and the media. Determine the most effective channels (e.g., social media, press releases, email marketing) for disseminating information about the product launch and generating excitement. Customer Engagement Plan: Outline a plan for engaging with customers before, during, and after the product launch to build excitement, gather feedback, and foster brand loyalty. Crisis Communication Plan: Develop a contingency plan for handling potential crises or negative publicity related to the product launch.
25.04.24	Final Test	