

STUDY SUBJECT DESCRIPTION
BUSINESS LANGUAGE

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<i>BUSINESS MANAGEMENT AND INNOVATIONS</i>	Compulsory	1 st	1 st year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
2 nd	4 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
<p>After completion of the study subject, a student should be able:</p> <p>LO 1 to collect, organise, analyse and evaluate information in the preparation of business environment documents, and is proficient in the use of business information and prescriptive language sources.</p> <p>LO 2 to know the general requirements for the preparation of business environment documents and is able to apply them in practice.</p> <p>LO 3 to present ideas in a fluent and well-reasoned manner and to use the spoken and written language of the business environment correctly</p> <p>LO 4 to use standard business vocabulary, grammatical forms and syntactic constructions appropriately and to present the content of business texts in clear sentences.</p> <p>LO 5 to understand the importance of a business language culture and is able to apply the basic laws of the common language in a modern business environment</p> <p>LO 6 to analyse the structure of business texts, make good arguments, and develop professional texts in the light of changes in the business environment.</p> <p>LO 7 to present information persuasively to clients and business partners, applying the norms of language culture, ethical principles and values, and to present work smoothly.</p>		<p>Interactive lecture Information search Text analysis of scientific and professional literature Document analysis Role play Individual work Case study</p>	<p>The folder method Control work Creative tasks Oral presentation Presentation and defence of the project work</p>

Prerequisites (these courses must have successfully completed before she/he can take this course)
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Course content
<ol style="list-style-type: none"> 1. The subject of business language, the meaning of normative language usage. Basic concepts of business environment documents. 2. Norms and offences in common speech. Phonetic language processes and their application to the language of the business environment. 3. The most important laws of correct accentuation and their violations. General requirements for the formalisation of documents in the business environment. 4. Lexical norms and violations. Business environment lexis and terminology 5. Features of scientific and professional business language. Concept, structure and ways of forming the term. 6. Business correspondence. Principles of effective written business communication and means of language expression. 7. Use of grammatical forms in business language. 8. Constructing syntactically correct sentences in business environment texts. 9. Speaking in cyberspace. Language etiquette.
Recommended or required reading and other learning resources/tools
<ol style="list-style-type: none"> 1. Kazlauskienė, others (2010) Bendroji ir specialybės kalbos kultūra. Kaunas: Vytauto Didžiojo universitetas 2. Baltrūnienė V. (2017) Dokumentų valdymo normos ir tvarkyba. Vilnius: UAB „Ciklonas“ 3. Lithuanian Archives Department under the Government of the Republic of Lithuania. www.archyvai.lt 4. State Lithuanian Language Commission. www.vlkk.lt 5. State Lithuanian Language Inspectorate. http://www.vlki.lt 6. Lithuanian Language Institute. http://www.lki.lt/LKI_LT/