

# English for Professional Business Communication

## Module 7 AY 2022

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### **Course description**

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The course is aimed at developing students' rhetorical competence in English for multinational business and academic environment. It lasts for 1 modules/28 academic hours. By the end of the course students will learn how to present their ideas clearly, confidently and with style; how to use their voice with impact; they will also refine pronunciation. During the course students will learn effective rhetorical figures and structures, establishing rapport with the audience, and enhance their overall rhetorical skills

Students will master those skills by extensive in-class practice and significant homework, and improve their performance by gaining regular feedback from the professor.

### **Course requirements, grading, and attendance policies**

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#### ***Attendance***

Regular attendance (80% of the sessions), preparedness for classes and active in-class participation are crucial for making progress in this course. Excessive tardiness will also affect students' final grades.

#### ***Home assignments***

Home assignments, submitted after the deadline, will receive a failing grade. In case a student misses a class, s/he should inform the professor about it in advance and submit the completed assignment (written assignments should be sent by email, oral – presented at the office hours or sent in a video format) to the professor before the next class. Later submissions are accepted only if the professor is informed about it before the due date.

#### ***Grading***

##### **The course grade:**

To complete the course, students are required to prepare a 6-minute presentation related to their professional field followed by a Q&A session.

### **The grading breakdown for each module comprises:**

Class attendance and participation	35%
Homework (written and oral)	35%
Final test	30%

### **Grade conversion table**

Grade	%
5+	> 95%
5	90% - 95%
5-	86% - 89%
4+	80% - 85%
4	76% - 79%
4-	70% - 75%
3+	66% - 69%
3	60% - 65%
3-	56% - 59%
2	< 56%

### ***Make-ups***

Make-ups of the final tests at the end of each module are allowed during the first two weeks of the next module only in the following circumstances:

- if a student could not take the final test for extenuating reasons
- if a student has got a "2" for the final test (in this case the student's make up mark for the final test will not be higher than 4)

### **Course contents**

The overall course duration is 28 contact academic hours throughout module 7, November – December. Students attend classes once a week, and each session lasts 4 academic hours.

**The themes of the course** (might vary depending on the group proficiency level and performance)

#### Rhetorical competence:

1. Presentation skills:
  - Impact techniques
  - Striving for clarity
  - Presentation structure and coherence
  - Creating rapport with the audience
  - Describing data
  - Q&A sessions
  - Handling tough questions
2. Voice:
  - Pronunciation
  - Volume
  - Diction

### Description of course methodology

The course will emphasize interactive teaching and learning practices that facilitate the development of both public speaking and communicative competence. Every class is followed by an oral home assignment which ensures student progress through the course. Students improve their public speaking skills by gaining individual feedback from the professor.

### Course materials

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#### Required textbooks and materials

1. Powell, Mark. *Dynamic Presentations*. Cambridge: Cambridge University Press, 2011.
2. Powell, Mark. *Presenting in English*. Hampshire: Heinle Cengale Learning, 2002.
3. [www.americanrhetoric.com](http://www.americanrhetoric.com).
4. <http://www.freerepublic.com/focus/chat/818470/posts>
5. <https://www.accountingdegree.com/blog/2011/15-fascinating-ted-talks-for-econ-geeks/>

#### Additional materials

1. Baker, Ann. *Ship or Sheep*. CUP. 2010.
2. Billingham, Jo. *Giving Presentations*. Oxford: Oxford University Press, 2003.
3. Hancock, Mark. *English Pronunciation in Use*. Cambridge: Cambridge University Press, 2012.
4. Hancock, Mark, and McDonald, Anna. *Authentic Listening Resource Pack*. Cambridge: Cambridge University Press, 2014.
5. Hewings, Martin. *English Pronunciation in Use (Advanced)*. Cambridge: Cambridge University Press, 2007.
6. Lucas, Stephen E. *The Art of Public Speaking*. New York: McGraw-Hill, 2012.
7. Smith, Jeremy and Margolis, Ann. *English for Academic Study: Pronunciation*. Garnet Education: University of Reading, 2012.
8. News media resources (BBC, CNN, Bloomberg).

### Academic integrity policy

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Cheating, plagiarism, and any other violations of academic ethics at NES are not tolerated.