

ENGLISH FOR BUSINESS (LN104)

Course duration: 54 hours of classes and lectures, including cultural and social activities.

LSE Teaching Department: LSE Language Centre

Lead Faculty: Dr Neil McLean, Mr Mike McGarvey, Ms Alison Standing

Prerequisites: The course is designed for students who have learnt English as a foreign language. Applicants should have an intermediate or upper intermediate level of English (minimum Cambridge First Certificate or TOEFL 213 Computer Based, 81 TOEFL internet-based, IELTS 6) and be interested in a variety of business issues.

Note: This course may not be suitable for advanced speakers, or students who have already studied in a native English speaking environment.

English is the major language of international business. The pressure is on for the ambitious individual not only to maintain a good standard of English, but also to increase fluency and overall competence.

This three-week programme aims to improve your confidence in speaking, reading, writing and listening in a business context. The focus will be on the language you need for business activities, and will provide a British perspective for creative discussion.

The timetable's emphasis on projects and tasks will enable an improvement of key integrated language skills. Regular practice in class will further extend your capabilities in the way you actually use and manipulate English for business.

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Overview of the Course

The course is structured to reflect the early stage business cycle from business idea to launching your product in the market. There is both a language focus and a topic focus in this respect.

Language Focus – Tasks, Vocabulary, Skills and Structure

- Input and use of key business vocabulary
- Business correspondence
- Oral presentation skills (e.g. pitching a business idea)
- Discussion and role play
- Focused structure work
- The language of statistics and trends
- Writing for business plans and business reports.
- Writing essays in an academic context.
- Lecture note-taking
- Case study analysis

Topic Focus – Guest speakers from industry and academia (examples from previous years)

- Marketing
- Finance –public and private
- Project management
- Industry analysis
- Behavioural change marketing
- Fashion
- Branding
- Analytics
- Professional Identity

In addition, there are social and cultural components to the programme. Organised visits to the financial centre of London together with a social activity form part of the programme.

METHOD OF ASSESSMENT:

Assessment task

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|--------------------------------|-----|
| Coursework | 40% |
| Mid-term Examination (2 Hours) | 10% |
| Final Examination (2 Hours) | 50% |

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FINAL EXAMINATION:

Students will be required to sit a 2 hour final examination on Day 15. A sample examination paper will be made available early on in the course. The structure and style of questioning will be similar to this sample and will cover topics covered in both topic lectures and classes.

COURSEWORK:

40% of your final marks are based on coursework. This comprises a group presentation, an individual business plan and a listening assessment.

MID-TERM EXAMINATION (2 Hours). 10% of your marks will come from an individual presentation, an essay and a listening assessment. You will receive individual feedback on these to help you prepare for the final examination.

TEXT & READING MATERIAL

All materials will be supplied during the programme.



Credit Transfer: If you are hoping to earn credit by taking this course, it is advisable that you confirm it is eligible for credit transfer well in advance of the start date. Please discuss this directly with your home institution or Study Abroad Advisor.

As a guide, our LSE Summer School courses are typically eligible for three credits within the US system and 7.5 ECTS in Europe. Different institutions and countries can, and will, vary. You will receive a digital transcript and a printed certificate following your successful completion of the course in order to make arrangements for transfer of credit.

If you have any queries, please direct them to summer.school@lse.ac.uk