

Field of study:
Foreign Languages in (E-)Business Communication
 Courses in English and in German
Summer semester

Course title	Type of classes	ECTS credits	Course description	Compulsory (C) vs. Elective (E)
Courses in English				
Business Communication in English II (Year 1)	practical classes	2	The course develops students' specialized communicative competence in business English for professional use in corporate contexts, focusing on the appropriate application of lexical and grammatical knowledge in pragmatic, discursive, and sociolinguistic situations.	C
General English Communication II (Year 1)	practical classes	2	The course develops students' communicative competence in general English as a basis for later business English skills. It emphasizes appropriate use of language across pragmatic, discursive, and sociolinguistic contexts, treating students as active users engaged in productive, receptive, interactive, and mediating communication.	C
American Culture (Year 1)	tutorials	3	The course provides an overview of the United States, including its geography, government, economy, education, and major cultural and social phenomena. It explores American values, beliefs, and identity in the context of the country's ethnic diversity, immigration history, and socio-economic development.	E
British Culture (Year 1)	tutorials	3	The course introduces students to the cultural heritage and behavioural patterns of the United Kingdom, with emphasis on its multicultural character, to prepare them for effective (e-)business communication in multilingual and multicultural contexts.	E
Analysis of Marketing Texts in English I (Year 1)	practical classes	2	The course develops students' ability to understand and analyze specialized language in professional and (e-)business contexts. It focuses on identifying key features of specialized texts and on the precise, context-appropriate use of domain-specific terminology.	E

			Building on the Linguistics of Specialized Languages course, students engage in receptive and analytical tasks reflecting authentic professional communication to enhance pragmatic awareness and accuracy in specialized discourse. Texts analyzed include marketing materials for international business communication, corporate and institutional websites, and professional marketing articles from English-language industry journals.	
Courses in German				
Analysis of Economic and Legal Texts in English I (Year 1)	practical classes	2	The course develops students' ability to understand and analyze specialized language in legal and economic (e-)business contexts. It focuses on identifying the key features of specialized texts and the accurate use of domain-specific terminology, emphasizing that imprecise wording can lead to miscommunication in professional settings. Building on the Linguistics of Specialized Languages course, students engage in tasks simulating authentic (e-)business communication to enhance their analytical and pragmatic competence. Texts analyzed include legal and economic documents exchanged with international clients and partners, web content from corporate and institutional sites, and specialist articles from English-language professional journals.	E
Business Communication in German (Year 2)	practical classes	2	The course develops students' specialized communicative competence in business German, preparing them for effective interaction in corporate and digital business environments. Emphasis is placed on the appropriate and context-aware use of lexical and grammatical resources, with attention to pragmatic, discursive, and sociolinguistic aspects of professional communication. Key topics include payment terms and commercial practices, cultural diversity at work, economic and environmental issues, workplace innovation, entrepreneurship, and e-commerce communication across various digital and social media platforms.	C

General German Communication (Year 2)	practical classes	4	The course develops students' communicative competence in general German, forming the foundation for further specialization in business German in subsequent semesters. It focuses on the appropriate and context-sensitive use of lexical and grammatical knowledge within pragmatic, discursive, and sociolinguistic frameworks. Students are viewed as active social agents engaging in productive, receptive, interactive, and mediating language activities aimed at achieving specific communicative goals.	C
Analysis of Marketing Texts in German (Year 3)	practical classes	2	The course develops students' ability to understand and analyze specialized language in professional and (e-)business contexts in German. It focuses on identifying key features of German specialized texts and on the precise, context-appropriate use of domain-specific terminology. Building on the Linguistics of Specialized Languages course, students engage in receptive and analytical tasks reflecting authentic professional communication in German to enhance their pragmatic awareness and accuracy in specialized discourse. Texts analyzed include marketing materials for international business communication, corporate and institutional websites, and professional marketing articles from German-language industry journals.	C

Business Telephone Communication in German (Year 3)	practical classes	4	The course focuses on developing oral communicative competence in interactive activities typical of professional (e-)business contexts, such as effective participation in telephone communication in German. Students take part in simulations of routine telephone conversations with colleagues and supervisors, as well as business-related interactions with clients and partners, including those concerning orders, reservations, complaints, telemarketing, and negotiations.	E
Business Oral Presentations in German (Year 3)	practical classes	4	The course focuses on developing oral communicative competence in interactive situations within multilingual (e-)business contexts. Students learn to competently prepare and deliver multimedia presentations and other forms of professional oral performance.	E

Offer of English Philology Courses		
Summer Semester 2025/2026		
Subject	Description	ECTS
The language of the English-language media	The aim of the English Language of the Media course is to develop linguistic, communicative, mediation and intercultural competence at C1 level, according to the ESOC. The main criteria for the selection of the educational content are the genres of written and oral texts oriented to the practical use of the language in the professional work of a philologist, as well as grammatical issues assigned to the language level according to the EEOC, realized in a given semester of study.	5 Y2/S4 Exam

US History (lecture)	The aim of the course is to familiarize students with the history of the United States. In the course of the lecture series, students will learn selected issues in the history and culture of the United States. The lectures present the most important events in the country's history, taking into account the socio-political context and the consequences for political, social and cultural life. The role of the US in world history, politics and economy is also discussed.	1 Y2/S4 Exam
Oral communication in business (practical classes)	The classes are geared towards developing the ability to speak freely in English in a variety of typical and atypical situations related to the professional work of a language mediator in the business sphere, combined with active vocabulary enrichment.	2 Y2/S4 Exam
Business correspondence (practical classes)	The course aims to familiarize the student with the basic principles of drafting business correspondence letters in order to master the ability to correctly draft various types of business correspondence letters in English.	2 Y2/S4 Grade at the end of the course
American Literature (practical classes)	In semesters 4 and 5, the course aims to present the history of American literature from the historiography of the Puritans to contemporary writing. Practical classes complement the lectures, allowing for detailed discussion and better understanding of selected texts.	1 Y2/S4 Grade at the end of the course
American Literature (lectures)	The lectures present the basic phenomena in the history of American literature, from Puritan hagiography to the 19th century. The most important literary trends and conventions are presented, as well as outstanding authors and their works, taking into account the historical and cultural background of each literary era. The material includes a chronological overview of the main trends and conventions in American literature from the 17th century to the 19th century (Puritan	1 Y2/S4 Grade at the end of the course

	literature, the Enlightenment, early Romanticism), along with their most prominent representatives. Students gain a basic knowledge of American literature and deepen their understanding of the relationship between US history and culture and the country's literature.	
Editing and proofreading of text in English (practical classes)	The classes include a series of exercises based on different types of texts, which are analyzed and corrected in the areas of punctuation, lexis, grammar, stylistics and text consistency. At the first stage, these areas are introduced separately, while in the later part the integration of individual skills takes place. Students attempt to edit the text, aimed at correcting the most common errors in various types of texts - applied, journalistic, popular science, scientific.	2 Y2/S4 Grade at the end of the course
Typesetting with illustrations (Adobe Photoshop) (IT classes)	Introducing Photoshop as a graphics program essential for editing illustrations and creating and editing graphics.	3 Y2/S4 Exam
Stylistics of written texts (practical classes)	The purpose of the course is to familiarize students with various text genres and their characteristics, as well as with different types of styles and their characteristics. The student will acquire the ability to edit written statements, choosing a style appropriate to the type of statement, the genre of the text and the domain of discourse. In addition, using different registers of language, the student will improve social competence.	2 Y2/S4 Exam

Information technology in professional work (IT classes)	This course covers an overview of information technology (IT). The course includes learning about and using basic and advanced options of text and graphics editing (MS WORD; PHOTOSHOP) and spreadsheet (EXCEL) programs, which are essential in the professional work of an English philologist.	2 Y2/S4 Grade at the end of the course
Analysis of business and economic texts (practical classes)	Developing the ability to analyze and interpret written texts in the field of business and economics.	2 Y3/S6 Grade at the end of the course