

Course Syllabus:

Marketing Business English

Autumn Semester

Campus:	IESN Campus
Section:	MK-oriented IBS module and HRM-oriented IBS module
ECTS Credits:	4
Course Unit Code:	MK231
Cycle:	First Cycle
EQF Level:	6
Language of Instruction:	English
Total Workload:	100 hours (36,5 hours in the IBS schedule)
Instructor:	Benjamin Briot
Course Type:	Compulsory (MK-oriented module) / Elective (HRM-oriented module)

Course Overview

English 2.1.

This course explores the impact of culture on international business practices. It aims to equip students with the tools and frameworks needed to understand, interpret, and manage cultural differences in professional contexts. By the end of this semester, students are expected to reach at least level B1 according to the Common European Framework of Reference for Languages (CEFR).

<https://cours.henallux.be/fr/ue/220203>

Learning Outcomes

English 2.1.

By the end of this course, students will be able to:

- Identify and define key cultural dimensions and their influence on international business interactions.
- Analyse advertising campaigns and business cases that failed due to cultural misunderstandings.

- Understand and discuss various global customs, traditions, and their impact on business.
 - Evaluate how products and services are adapted for different cultural markets.
 - Master the vocabulary and grammar corresponding to CEFR level B1 in order to understand and write documents in English related to *Business English*;
 - Understand educational (adapted for learning) and/or authentic texts about the world of work and/or on topics of everyday and cultural life (reading comprehension);
 - Understand fictional and/or authentic oral messages on current issues, the world of work and/or every-day and cultural life (listening comprehension);
 - Produce a written message about oneself and/or related to the world of work (written expression);
 - Write professional documents such as emails, business reports, etc. (written expression);
 - Summarize texts in standard English, express an opinion, and speak about topics related to everyday life, cultural life, and/or the world of work (oral expression).
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Course Content

English 2.1.

- Introduction to culture and its impact on business environments
 - Communication styles across cultures: verbal and non-verbal dimensions
 - Cultural adaptation in global marketing strategies
 - Country-specific business etiquette and negotiation practices
 - Cultural norms, values, and traditions in diverse societies
 - Various comprehension (listening, reading) and production (speaking, writing) exercises based on themes covered in the textbook *Business Partner B1+* (Pearson), such as: job-hunting, brand image, brand expansion, business strategies, company organization, etc.
 - Additional activities on current and/or cultural topics (modules) and/or on subjects related to marketing and economics.
 - The student will also be encouraged to work independently with the learning platform Altissia.
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Teaching Methods

English 2.1.

- Interactive discussions and Classroom debates
- Analysis of real-world case studies
- Application of theoretical concepts to practical scenarios
- Textbook *Business Partner B1+* (I. Dubicka, M. O’Keeffe, B. Dignen, M. Hogan, L. Wright – Pearson Education Limited, first edition 2019).
- Theory and practical exercises, role plays, use of multimedia, etc.

- Various modules on cultural or current topics related to the language studied.
 - The learning activities consist of in-class sessions and independent self-study.
 - Unsupervised use of the online learning platform Altissia.
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Assessment Method

English 2.1.

- Two midterm tests based on the daily coursework. Successful completion of these tests exempts the student from the written part of the January exam (50% of the final grade)
 - Written exam covering the material studied in class as well as the content included in the midterm tests (exemption granted if passed) (50% of the final grade).
 - Oral exam conducted online (via Teams) covering the material studied in class (50% of the final grade).
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Learning Resources

English 2.1.

Course materials and supplementary files will be available on Moodle.

Teacher's notes (see documents posted on Moodle)

Textbook *Business Partner B1+* (I. Dubicka, M. O'Keeffe, B. Dignen, M. Hogan, L. Wright – Pearson Education Limited, first edition 2019).

Pearson's online platform *MyEnglishLab* (as a complement to the textbook).

Modules on current and/or cultural topics (see documents posted on Moodle).

Key References

English 2.1.

- Hofstede, G. (2010). *Cultures and Organizations: Software of the Mind* (3rd ed.). McGraw Hill.
- Hall, E. T. (1997). *Beyond Culture*. Anchor Books.
- Lewis, R. D. (2005). *When Cultures Collide: Leading Across Cultures* (3rd ed.). Nicholas Brealey International.
- Lewis, R. D. (2007). *The Cultural Imperative: Global Trends in the 21st Century*. Intercultural Press.
- Gesteland, R. R. (2012). *Cross-Cultural Business Behavior* (5th ed.). Copenhagen Business School Press.
- Usunier, J.-C. & Lee, J.-A. (2013). *Marketing Across Cultures* (6th ed.). Pearson.
- Gesteland, R. R. (2002). *Marketing Across Cultures in Asia: A Practical Guide*. Copenhagen Business School Press.
- *Business Partner B1+* (I. Dubicka, M. O'Keeffe, B. Dignen, M. Hogan, L. Wright – Pearson Education Limited, first edition 2019).