

## Course Title : Business English

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
ELL 255	D	3	3	0	0	3.00	5
<b>Lecturer and Office Hours</b>			Zamira Hodo, Msc				
<b>Teaching Assistant and Office Hours</b>			Temisa Isufi, Msc				
<b>Language</b>			English				
<b>Course Level</b>			Bachelor				
<b>Description</b>			Students will be able to independently perform communicative acts in English that demonstrate a highly developed sense of language awareness and a mastery of argumentation and effective social discourse. In particular, students will be able to communicate fluently and accurately in English in a variety of business contexts, both spoken (e.g., meetings and on the phone) and written (e.g., letters and reports).				
<b>Objectives</b>			Listening, speaking, reading, and writing skills in English in a business or office setting.				

## Course Outline

Week	Topics
<b>1</b>	Building a Career: Reading about the education business; Vocabulary of education and careers; Review of the tenses; Giving reasons in interviews; Writing Cover letters.
<b>2</b>	Information: Reading about IT Solutions; Vocabulary of information systems and communication; Comparing solutions and getting help; Telephoning; Writing memos.
<b>3</b>	Case study: Mangalia Business School and Meteor Bank.
<b>4</b>	Quality: Reading about what quality means; Vocabulary of quality and standards; Passive structure and have something done; Delivering presentations; Writing procedures and instructions.
<b>5</b>	Feedback: Reading about the project team; Vocabulary of managing people and projects; Regulations, speculations, and habits; Coaching; Writing reports.
<b>6</b>	Case studies: Zaluski Strawberries and Trident Overseas.
<b>7</b>	Selling more: Reading about Viral Marketing; Vocabulary of the marketing mix; Questions for persuading; Dealing with objections; Writing mail shots and sales letters.
<b>8</b>	Mid-term Exam
<b>9</b>	New Business: Reading about self-financing; Vocabulary of funding a start-up; Future perfect and future continuous; Taking questions in presentations; Writing an executive summary.
<b>10</b>	Case studies: Backchat communications and Angels or Demons.
<b>11</b>	Financial Control: Reading about accountants; Vocabulary of financial documents and regulation; Cause, effect, ability, and articles; Communicating in meetings; Writing minutes.
<b>12</b>	Fair Trade: Reading about fair trade or free trade
<b>13</b>	Vocabulary of contracts and corporate ethics; Obligation and permission, inversion; Negotiating a compromise; Assertive writing.
<b>14</b>	Case studies: Car-Glazer and Green Hills Coffee.
<b>15</b>	Review
<b>16</b>	Final Exam
<b>Prerequisites</b>	

<b>Textbook</b>	<ul style="list-style-type: none"> <li>• The Business (MacMillan, 2008) B2</li> <li>• Google Classroom (online): <a href="https://classroom.google.com/c/MjgzMTA2MjM1">https://classroom.google.com/c/MjgzMTA2MjM1</a></li> <li>• Business English, Nikolaenko, E.,B.,(2008)</li> </ul>
<b>Other References</b>	
<b>Laboratory Work</b>	-
<b>Computer Usage</b>	-
<b>Other</b>	-

### Learning Outcomes and Competences

<b>1</b>	Students will be able to understand extended speech and follow complex lines of argument in English in interviews, in meetings, and on the phone.
<b>2</b>	Students will be able to read English language business documents such as charts, graphs, and accounting statements.
<b>3</b>	Students will be able to successfully complete an job interview in English, give a business presentation, and chair a meeting.
<b>4</b>	Students will be able to write business docs, including a Europass CV and cover letter.

### Course Evaluation Methods

<b>In-term studies</b>	<b>Quantity</b>	<b>Percentage</b>
Midterms	1	30
Quizzes	1	30
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Attendance	0	0
<b>Contribution of in-term studies to overall grade</b>		<b>60</b>
<b>Contribution of final examination to overall grade</b>		<b>40</b>
<b>Total</b>		<b>100</b>

### ECTS (Allocated Based on Student) Workload

<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total Workload (hours)</b>
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	1	14
Assignments	0	0	0
Midterms	1	43	43
Final examination	1	2	2
Other	10	2	20
<b>Total Work Load</b>			<b>127</b>
<b>Total Work Load / 25 (hours)</b>			<b>5,08</b>
<b>ECTS</b>			<b>5</b>