

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
Lecturer and Office Hours			Zamira Hodo, Msc				
Teaching Assistant and Office Hours							
Language			English				
Course Level			Bachelor				
Description			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).				
Objectives			Listening, speaking, reading, and writing skills in English in a business or office setting.				
Course Outline							
Week	Topics						
1	Corporate Culture; Past Tenses and advice structures; A placement report; Arranging a meeting.						
2	Customer support; Asking questions and giving instructions; Formal and Informal correspondence; Writing formal and informal agrndas.						
3	Products and Packaging; Structure of presentations; Case study: Big Jack's Pizza						
4	Careers; Present Tenses; Job interviews; Writing a CV; Diplomatic language; Resolving Conflicts.						
5	Feedback: Reading about the project team; Vocabulary of managing people and projects; Regulations, speculations, and habits; Coaching; Writing reports.						
6	Case studies: Zaluski Strawberries and Trident Overseas.						
7	Selling more: Reading about Viral Marketing; Vocabulary of the marketing mix; Questions for persuading; Dealing with objections; Writing mail shots and sales letters.						
8	Mid-term Exam						
9	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.						
10	Case studies: Backchat communications and Angels or Demons.						
11	Company and Community; Corporate social responsibilities; The passive and reported speech; Teamwork.						
12	International trade; Prepositions; Negotiations; Mixing business and pleasure; Intercultural Communication.						
13	Vocabulary of contracts and corporate ethics; Obligation and permission, inversion; Negotiating a compromise; Assertive writing.						
14	Case studies: Car-Glazer and Green Hills Coffee.						
15	Review						
16	Final Exam						
Prerequisites							
Textbook			<ul style="list-style-type: none"> • The Business (MacMillan, 2008) B2 • Google Classroom (online): https://classroom.google.com/c/MjgzMTA2MjM1 • Thompson, K. (2007,)English for Meetings 				

Other References	• https://learnenglish.britishcouncil.org/business-english
Laboratory Work	-
Computer Usage	-
Other	-

Learning Outcomes and Competences

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

Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	30
Quizzes	1	20
Projects	0	0
Term Projects	1	20
Laboratory	0	0
Attendance	0	0
Contribution of in-term studies to overall grade		70
Contribution of final examination to overall grade		30
Total		100

ECTS (Allocated Based on Student) Workload

Activities	Quantity	Duration (hours)	Total Workload (hours)
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	1	0	0
Midterms	1	43	43
Final examination	1	2	2
Other	10	2	20
Total Work Load			127
Total Work Load / 25 (hours)			5,08
ECTS			5