

**Course Name : Advanced English I**

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
EFL 103	E	Fall	5.00	0.00	0.00	5.00	5.00

<b>Lecturer</b>	Irena Shehu, PhD
<b>Assistant</b>	Elsuida Hoxhaj, Msc
<b>Course language</b>	English
<b>Course level</b>	Bachelor
<b>Description</b>	This book contains 48 modules in eight units. Each unit deals with a key sector of activity in the business world. There are six different types of module: 1.About business 2.Vocabulary 3.Grammar 4.Speaking 5.Writing 6.Case Study
<b>Objectives</b>	The course aims to help the students in two things; how to do business in English and the language you need to do it. The new language and structures are presented in The Student's Book in order to provide language practice and extension.
<b>Core Concepts</b>	1. Work Culture 2. Customer service 3. Products packaging 4. Career choices 5. Negotiating and retailing 6. Meetings, ethical, behaviour and social performance 7. Business Performance 8. International deals and payments

**Course Outline**

Week	Topic
1	Business Fundamentals; Company types and structures fq 6-10
2	Unit 1 Corporate Culture fq 10-21
3	Unit 2 Customer Support fq 22-33
4	Reviews 1 and 2 fq 34-35
5	Unit 3 Products and Packaging fq 36-47
6	Unit 4 Careers fq 48-59
7	Reviews 3 and 4 fq 60-61
8	Mid-Term Exam
9	Unit 5 Making deals fq 62-73
10	Unit 6 Company and Community fq 74-85
11	Reviews 5 and 6 fq 86-87
12	Unit 7 Mergers and acquisitions fq 88-99
13	Unit 8 International trade fq 100-111
14	Reviews 7 and 8 fq 112-113
15	Project Presentation
16	Final Exam

<b>Prerequisites</b>	The student must attend the course at a minimum rate of 75%.
<b>Literature</b>	• The Business 2.0 B1+ Intermediate Student's Book John Allison with Paul Emmerson
<b>References</b>	• eWorkbook John Allison with Paul Emmerson • English Grammar in Use - fourth edition by Raymond Murphy

### Course Outcome

<b>1</b>	Students will be able to understand long speech, lectures and follow intricate lines of argument in English.
<b>2</b>	Students will use business and marketing language in English.
<b>3</b>	Students will enrich the vocabulary of the language in which they study with the terms of the field.
<b>4</b>	Students will be able to read English language articles and texts related to contemporary topics in which the writer adopts a particular point of view or attitude.
<b>5</b>	Students will be able to actively participate in academic discussions in English by presenting clear, detailed descriptions and defending a particular point of view by describing the various advantages and disadvantages.
<b>6</b>	Students will be able to take notes and write essays and summaries in English.

### Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	1	20
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
<b>Total in-term evaluation percent</b>		<b>60</b>
<b>Final exam percent</b>		<b>40</b>
<b>Total</b>		<b>100</b>

### ECTS Workload (Based on Student Workload)

Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	5	80
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	1	1
Midterms	1	1	1
Final Exam	1	1	1
Other	0	0	0
<b>Total Work Load</b>			<b>125</b>
<b>Total Work Load / 25 (hours)</b>			<b>5.00</b>
<b>ECTS</b>			<b>5.00</b>