

Course Name : Business English							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
ELL 255	C	Fall	3.00	0.00	0.00	3.00	5.00
Lecturer Carly Reci, Msc							
Assistant							
Course language English							
Course level Bachelor							
Description This course is an introduction to the language skills that emphasize the basics of business writing and oral communication in business contexts.							
Objectives The course aims to strengthen language skills and expand vocabulary in the field of business situations such as negotiations, presentations, through the use of case studies based on real scenarios from the business world.							
Core Concepts							
Course Outline							
Week	Topic						
1	Building a Career: Reading about the education business; Vocabulary of education and careers; Review of the tenses; Giving reasons in interviews; Writing Cover letters.						
2	Information: Reading about IT Solutions; Vocabulary of information systems and communication; Comparing solutions and getting help; Telephoning; Writing memos.						
3	Case study: Mangalia Business School and Meteor Bank.						
4	Quality: Reading about what quality means; Vocabulary of quality and standards; Passive structure and have something done; Delivering presentations; Writing procedures and instructions.						
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	Review						
8	Mid-term Exam						
9	Selling more: Reading about Viral Marketing; Vocabulary of the marketing mix; Questions for persuading; Dealing with objections; Writing mail shots and sales letters.						
10	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.						
11	Case studies: Backchat communications and Angels or Demons.						
12	Financial Control: Reading about accountants; Vocabulary of financial documents and regulation; Cause, effect, ability, and articles; Communicating in meetings; Writing minutes.						
13	Fair Trade: Reading about fair trade or free trade; 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	The student must attend the course at a minimum rate of 75%.
Literature	• The Business Upper-intermediate (MacMillan, 2008)
References	

Course Outcome

1	Students will be able to understand extended speech and follow complex lines of argument in English (e.g., dealing with questions, objections, and negotiating) in interviews, in meetings, and on the phone.
2	Students will be able to read English language business documents such as reports, articles, charts and graphs, and accounting statements.
3	Students will be able to give a business presentation, chair a meeting, and participate in discussions about marketing, fair trade, and self-employment.
4	Students will be able to write business docs such as CVs, cover letters, memos, reports, letters, executive summaries, and minutes.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	20
Quizzes	0	0
Projects	1	40
Term Projects	0	0
Laboratory	0	0
Class Participation	1	15
Total in-term evaluation percent		75
Final exam percent		25
Total		100

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	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	0	0
Midterms	1	8	8
Final Exam	1	14	14
Other	2	7	14
Total Work Load			126
Total Work Load / 25 (hours)			5.04
ECTS			5.00