| Course Name : Business English | | | | | | | | | | |
|--------------------------------|---|--|---|-----------------------------|--------------------------|---------|------|--|--|--|
| Course Code | Course Type | Regular Semester | Lecture (hours/we ek) | Seminar (hours/we ek) | Lab. (hours/we ek) | Credits | ECTS | | | |
| ELL 255 | С | Fall | 3.00 | 0.00 | 0.00 | 3.00 | 5.00 | | | |
| | 1 | 1 | - | 1 | 1 | | | | | |
| Lecturer | | Zamira Hodo, Msc | | | | | | | | |
| Assistant | | Temisa Isufi, Msc | | | | | | | | |
| Course 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 t 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, speak setting. | peaking, reading, and writing skills in English in a business or office | | | | | | | |
| Co | ore Concepts | | | | | | | | | |
| Course Outlin | ne | | | | | | | | | |
| Week | Торіс | | | | | | | | | |
| 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: M | se 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 | 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 | Financial Control: Reading about accountants; Vocabulary of financial documents and regulation; Cause, effect, ability, and articles; Communicating in meetings; Writing minutes. | | | | | | | | | |
| 12 | Fair Trade: Reading about fair trade or free trade | | | | | | | | | |
| 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 | Review | | | | | | | | |
|--|---|--|---|---------------------|--------------|--|--|--|--|--|
| 16 | Final Exam | Final Exam | | | | | | | | |
| | | | | | | | | | | |
| | Literature | The Business (MacMillan, 200 Google Classroom (online): h Business English, Nikolaenko | https://classroom.google.com/c/MjgzMTA2MjM1 | | | | | | | |
| | References | | | | | | | | | |
| Course Out | come | | | | | | | | | |
| 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 | | tudents will be able to read English language business documents such as charts, graphs, and ccounting 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 Eva | luation | | | | | | | | | |
| | In | Quantity | Percentage | | | | | | | |
| Midterms | | 1 | 30 | | | | | | | |
| Quizzes | 1 | 30 | | | | | | | | |
| Projects | 0 | | | | | | | | | |
| Term Projects | 0 | 0 | | | | | | | | |
| Laboratory 0 | | | | | | | | | | |
| Class Participation 0 | | | | | | | | | | |
| | Τα | otal in-term evaluation perce | ent | | 60 | | | | | |
| Final exam percent | | | | | | | | | | |
| Total | | | | | | | | | | |
| ECTS Work | load (Based on | Student Workload) | | | | | | | | |
| | Activi | ties | 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 | 1 | 14 | | | | | |
| Duties | | | 0 | 0 | 0 | | | | | |
| Midterms | | | 1 | 43 | 43 | | | | | |
| Final Exam | | | 1 | 2 | 2 | | | | | |
| Other | | | 10 | 2 | 20 | | | | | |
| Total Work Load | | | | | | | | | | |
| | | Total Work Load / 25 (hours |) | | 5.08 | | | | | |

5.00