

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
<b>Lecturer</b> Zamira Hodo, Msc							
<b>Assistant</b>							
<b>Course 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.							
<b>Core Concepts</b>							
Course Outline							
Week	Topic						
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						

<b>16</b>	Final Exam			
<b>Prerequisites</b>	The student must attend the course at a minimum rate of 75%.			
<b>Literature</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>• Thompson, K. (2007, )English for Meetings</li> </ul>			
<b>References</b>	<ul style="list-style-type: none"> <li>• <a href="https://learnenglish.britishcouncil.org/business-english">https://learnenglish.britishcouncil.org/business-english</a></li> </ul>			
<b>Course Outcome</b>				
<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.			
<b>Course Evaluation</b>				
	<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
	Midterms	1	30	
	Quizzes	1	20	
	Projects	0	0	
	Term Projects	1	20	
	Laboratory	0	0	
	Class Participation	0	0	
	<b>Total in-term evaluation percent</b>		<b>70</b>	
	<b>Final exam percent</b>		<b>30</b>	
	<b>Total</b>		<b>100</b>	
<b>ECTS Workload (Based on Student Workload)</b>				
	<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total (hours)</b>
	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	1	0	0
	Midterms	1	43	43
	Final Exam	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>5.00</b>