

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 Arti Omeri, PhD							
Assistant Hysni Kafazi, 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 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 The development of listening, speaking, reading and writing skills in a professional register in business, work and institutional environments.							
Core Concepts 1. Corporate 2. Client 3. Product 4. Packaging 5. Career 6. Company 7. Business 8. International Trade							
Course Outline							
Week	Topic						
1	Corporate Culture; Past Tenses and advice structures; A placement report; Arranging a meeting. Page 6-17						
2	Customer support; Asking questions and giving instructions; Formal and Informal correspondence; Writing formal and informal agendas. Page 18-31						
3	Products and Packaging; Structure of presentations; Case study: Big Jack's Pizza. Page 32-43						
4	Careers; Present Tenses; Job interviews; Writing a CV; Diplomatic language; Resolving Conflicts. Page 44-57						
5	Feedback: Reading about the project team; Vocabulary of managing people and projects; Regulations, speculations, and habits; Coaching; Writing reports. Page 58-65						
6	Case studies: Zaluski Strawberries and Trident Overseas. Page 66-70						
7	Selling more: Reading about Viral Marketing; Vocabulary of the marketing mix; Questions for persuading; Dealing with objections; Writing mail shots and sales letters. Page 71-76						
8	Mid-term (4 first units)						
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. Page 88-95						
10	Case studies: Backchat communications and Angels or Demons. Page 110-125						
11	Company and Community; Corporate social responsibilities; The passive and reported speech; Teamwork. Page 77-87						
12	International trade; Prepositions; Negotiations; Mixing business and pleasure; Intercultural Communication. Page 96-109						
13	Vocabulary of contracts and corporate ethics; Obligation and permission, inversion; Negotiating a compromise; Assertive writing. Page 20-35						
14	Case studies: Car-Glazer and Green Hills Coffee. Page 36-50						

15	Review of all units		
16	Final Exam		
Prerequisites		The student must attend the course at a minimum rate of 75%.	
Literature		• The Business 2.0 (MacMillan, 2008) B2	
References		• https://learnenglish.britishcouncil.org/business-english	
Course Outcome			
1	Students will be able to comprehend long speech structures and follow complex arguments in English during interviews, meetings and phone calls.		
2	Students will be able to read and interpret business documents in English, including charts, graphs, and accounting statements.		
3	Students will be able to successfully carry out job interviews and business presentations.		
4	Students will be able to write professional documents, such as CV, cover letters, memos, emails and reports.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	20
Quizzes		0	0
Projects		1	20
Term Projects		1	20
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			70
Final exam percent			30
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	5	70
Duties	2	2	4
Midterms	1	1	1
Final Exam	1	1	1
Other	0	0	0
Total Work Load			124
Total Work Load / 25 (hours)			4.96
ECTS			5.00