

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 Indrit Lami, Msc							
Assistant							
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 Business English course aims to help students achieve the following objectives: Enhance English language proficiency in a business context: Students will improve their reading, writing, listening, and speaking skills in a business environment. Build vocabulary specific to the business world: Students will learn terminology and expressions commonly used in business, such as finance, marketing, and management. Develop effective communication skills: Students will learn how to write effective emails, make presentations, participate in meetings and negotiations, and communicate professionally in a variety of business settings. Improve intercultural awareness: Students will learn about different business cultures, including cross-cultural communication and etiquette. Build confidence and fluency in using English: Students will have opportunities to practice using English in various business scenarios, building their confidence and fluency in the language. Overall, the objective of this course is to equip students with the language and communication skills they need to succeed in an international business environment.							
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	Studentet do te jene te afte te kuptojne ligjerata te zgjeruara dhe te ndjekin linja komplekse argumetesh ne Anglisht neper intervista, takime, dhe ne telefon.
2	Studentet do te jene te afte te lexojne dokumente biznesi ne gjuhen angleze si skica, grafike, etj.
3	Studentet do te jene te afte te kryejne me sukses nje interviste pune ne Anglisht si dhe te bejne prezantime biznesi apo te marrin pjese ne takime.
4	Studentet do te jene te afte te shkruajne dokumente biznesi perfshire ketu edhe nje CV Europass dhe leter reference.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	0	0	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent		0	
Final exam percent		100	
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	4	56
Duties	0	0	0
Midterms	0	0	0
Final Exam	1	3	3
Other	14	1	14
Total Work Load			121
Total Work Load / 25 (hours)			4.84
ECTS			5.00