



Module:

Module English / Elective

Course:

Business English

Professor in charge:

James Chamberlain

Lecturer:

John Edwards/Colin Young/Eileen Küpper

Target Group:

2. semesters

Scope:

3 semester periods per week

ECTS- Points:

4,0

Workload:

Class Contact:	33,8 h
Examination preparatory:	10,0 h
Self study/preparatory and follow-up study:	67,6 h
Group Work:	8,6 h
Total:	<u>120,0 h</u>

Objectives:

1st Acquisition of specialized business vocabulary (CEF B2/C1)

2nd Increased oral proficiency in formal and informal contexts (CEF B2)

Contents:

Week	Content	References
1.	Course Introduction	Ian MacKenzie: English for Business Studies, 2nd edition. CUP, 2002
2.	Basic Business 1: Sectors of the economy	pp 9 - 12
3.	Basic Business 2: Company structure	pp 20-24
4.	Products	pp 59-61
5.	Marketing	pp 64-68
6.	Advertising	pp 70-72
7.	Promotional Tools	pp 74-78

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| 8. | Trade Fair | copies |
| 9. | Sales review | copies |
| 10. | Recruitment | pp 41-46 |
| 11. | Work and motivation | pp 28-31 |
| 12. | Raising capital | pp 90-95 |
| 13. | Accounting and Financial Statements | pp 79-84 |
| 14. | Student Presentations | |
| 15. | Course Evaluation | |

Teaching Methods:

Task-based language acquisition

Examination:

Quiz 1: 30 %

Quiz 2: 30%

Presentation and Oral Participation: 20%

Portfolio: 10%

Language:

English 100%

Planned Case Studies:

Miscellaneous:

The entire course runs as a simulation, in which students found a company, develop products and services, market them, and make personnel and financial decisions, culminating in an IPO of their firm's shares.