## SYLLABUS

<table>
<thead>
<tr>
<th>Course name:</th>
<th>Business English I</th>
<th>Course code:</th>
<th>ERN-0-0041T</th>
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<tbody>
<tr>
<td>Course type:</td>
<td>Compulsory course – seminar</td>
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<tr>
<td>Classes:</td>
<td>4</td>
<td>Credit points:</td>
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<tr>
<td>Semester:</td>
<td>I-II</td>
<td>Training type:</td>
<td>full time; correspondence</td>
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<tr>
<td>Training programme:</td>
<td>Trade and Marketing, Business Administration Management, International Business Administration, Mechatronic Management</td>
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<td>Pre-requisites:</td>
<td>Business English I</td>
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<td>Course leader:</td>
<td>Edina Kohlheb Götz</td>
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<td>Lecturer:</td>
<td>Edina Kohlheb Götz</td>
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<td>Department:</td>
<td>Department for Foreign Languages and Skills Development</td>
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### Objectives:
The course is a continuation of Business English 1. The primary goal of the course is to prepare students to communicate at a higher level of fluency in more complicated business matters and make them able to express themselves more confidently in this area. They are supposed to further improve their specific vocabulary as well as speaking, writing and reading skills on the basis of course book and additional materials. By the end of the course students should be able to form their opinion both in writing and speaking using the acquired economic and business terms in the major fields of marketing, finance, company structures, presentations, meetings etc.

### Short description:
The course provides an overview of the operation of markets and companies and familiarizes students with the chief market components, market players and processes. The course places special emphasis on developing the students’ skills of individual thinking, problem solving and working in groups.

### Competencies:
Students are supposed to improve their vocabulary, speaking, writing as well as reading skills in quite a few relevant business areas.

### Course topics:
1. Establishing new businesses.
2. Marketing
3. Planning and networking.
5. Conflict
6. Products

### Teaching methods:
Seminar: reading comprehension tasks (based on newspaper articles); listening comprehension; discussions; exercise sheets for vocabulary development; translation of target language articles; grammar practice exercises; roleplay in pairs/small groups; case studies

### Course requirements, and evaluation:
short quizzes and vocabulary tests, midterm test, homework assignments, active in-class participation
Testing: end-term test
Ratio of evaluation: Midterm Test – 30%; End-term Test – 40%; Home assignments – 30%.
Attendance and participation is obligatory. Three absences are allowed only.

### Compulsory literature:

### Recommended literature:
Supplementary materials handed out by the instructor; audio and video materials.