

## Syllabus – Business English I (2 SWS -3 ECTS)

### Aims of the Course

On completion of the course, students will be able to

- read and understand English texts on a B2 level of the Common European Framework ([http://www.coe.int/t/DG4/Portfolio/?L=E&M=/main\\_pages/levels.html](http://www.coe.int/t/DG4/Portfolio/?L=E&M=/main_pages/levels.html));
- understand and apply business English vocabulary and terminology from the fields of management; human resources; production and operations; sales, marketing and advertising;
- translate those terms into German and vice versa;
- participate in discussions on those fields;
- produce effective business communications (emails, covering letters, CVs, telephoning).

### Teaching

This course uses the following methods: lectures, small-group work, discussions, vocabulary development and reinforcement of grammatical structures, listening comprehensions, role plays and case studies.

### Admission

This course is designed specifically for students of (International) Business Administration at the Faculty of Business, Economics and Statistics. These students have priority over students studying at other faculties.

Successful completion of the introductory and orientation period (STEOP) is a necessary prerequisite for registration.

### Attendance

According to university regulation, this course is "prüfungsimmanent", which means that in principle students must attend every class. Exceptionally, they may miss a maximum of three sessions. If they miss more than three sessions without good cause, they automatically fail.

Failure to attend the first session without prior notification will result in losing the place in the course.

## Assessment

Business English I is assessed by means of

- Midterm Test (30%)
- Final Test (70%)

In order to pass the course, participants must reach an overall percentage score (PS) of more than 60%.

No dictionaries or other reference materials are allowed in the exam.

## Grading

The students will be awarded a grade on the basis of their overall percentage score (PS) as follows:

- PS 60.5-70 → Grade 4
- PS 70.5-80 → Grade 3
- PS 80.5-90 → Grade 2
- PS 90.5-100 → Grade 1

## Course Literature

Emmerson, Paul (2009): *Business Vocabulary Builder*. Macmillan Education.

Emmerson, Paul (2010): *Business Grammar Builder*. Macmillan Education.

MacKenzie, Ian (2010): *English for Business Studies*. CUP.

Additional material compiled by the lecturer

## Online Material

*Cambridge Advanced Learner's Dictionary*. [online] available from <<http://dictionary.cambridge.org>> [7 Februar 2017].

*Collins Cobuild Advanced Dictionary*. [online] available from <<http://www.mycobuild.com/free-search.aspx>> [7 Februar 2017].

*Longman Dictionary of Contemporary English*. [online] available from <<http://www.ldoceonline.com>> [7 Februar 2017].

*Macmillan Dictionary Online*. [online] available from <<http://www.macmillandictionary.com>> [7 Februar 2017].

*Merriam-Webster Online*. [online] available from <<http://www.merriam-webster.com/dictionary>> [7 Februar 2017].

*Oxford Advanced Learner's Dictionary of English*. [online] available from <<http://www.oup.com/elt/catalogue/teachersites/oald7/lookup?cc=global>> [7 Februar 2017].

*The Financial Times Lexicon*. [online] available from <<http://lexicon.ft.com/>> [7 Februar 2017].

## Content

1	Introduction, administration		
2	Management & Management styles	Present and past tenses	Emails – basics / internal communication
3	Work and motivation / Leading and motivating	Future / passive	Emails – commercial / customer issues
4	Company structure / Corporate governance	Modals / questions	Emails – review
5	Managing across cultures / Issues in the workplace	Conditionals	Job application - CV
7	Recruitment / Pay and benefits	Gerund and infinitive	Job application - Covering letter
6	Midterm test		
	The different sectors of the economy / Inside a factory	Make, do, have, get / reported speech	Telephoning – making and taking calls
8	Production / Procurement and purchasing / Supply chain management	Relative clauses / nouns	Telephoning – messages
9	Logistics / Lean production	Pronouns, determiners and possessives	Telephoning – checking, clarifying, active listening
10	Products & Quality	Articles	Telephoning – arranging a meeting
11	Marketing / Sales	Adjectives and adverbs / comparisons	Telephoning - complaints
12	The 4 Ps / Customer Service	Linkers	Telephoning - review
13	Marketing management / Advertising	Prepositions	Common mistakes
14	Review		
15	Final test		