

t.EB1 - Business English 1

Person responsible for the course: David Stamm, stam
Responsible OU: LCC
ECTS: 1,5
Valid for: 2012/2013
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Expertise:

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Methodological skills:

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Social skills:

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Personal skills:

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Learning objectives:

EB 1 prepares students for the proficient use of English in their future professional career by discussing business topics, reading authentic specialist articles at an advanced level, doing case studies as well as practising important business skills such as developing telephone strategies, describing graphs and charts, managing meetings, presenting, writing e-mails, business letters, letters of application, etc.

Course content:

Topics: Globalisation, money, innovation, employment

Business Skills: Managing difficult phone calls, comparing products & services, describing trends, dealing with figures, presenting at meetings, managing meetings

Business Writing / Applied Grammar: E-mails, comparison, formal business letter (inquiry, tenses in descriptions, formal business letter (complaint / apology, relative clauses, CV and cover letter (job application)

Previous knowledge:

B2

Teaching method:

Type of lesson:	Number of lessons per week:
Lecture	14x2L
Tutorial/Practicum	
Block instruction	

Assessment:

According to the table or as specified in writing by the lecture at the beginning of the semester!

description	type	form	scope	assessment	weighting
Performance records during school hours	mixed	w/o		grading	40%
Semester end exam	test	w		grading	60%

Language of instruction:

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Instruction material:

Material:

Set of lecture notes including different topics, newspaper articles (Financial Times) and case studies.

Business vocabulary & grammar

Business writing skills dossier

Additional literature:

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Comments:

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