

Business English 1 (B1)

Data e aprovimit:	Data
Verzioni:	Verzion
ECTS:	6
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Introduction:

This Business English course will improve your English skills to help you succeed in the international workforce. In today's reality where English dominates economic literature as it has never done before, communicating in this language is the only way to survive and thrive by being informed of the latest developments in the field of business and economy. Based on these premises, this course aims at enabling students to communicate at level B1 of the Common European Framework of Reference for Languages (CEFR).

Course objectives:

As the main ultimate objective of this course is to help students get level B1 of CEFR can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans. Regarding the business communication aspect of the course the students will be able to UNDERSTAND how English is used in oral and written communication in different business situations, such as meetings, presentations, emails, letters, etc. In addition the students will be able to WRITE business letters, emails and short reports. They will also be instructed to work in teams in order to write and present business-related presentations; discuss business books and articles, as well as acquire the necessary vocabulary and grammar of level B1.

Learning outcomes

- Will be able to understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.
- Will be able to successfully deal with most situations likely to arise whilst travelling in an area where English is spoken.
- Will be enabled to produce simple connected text on topics which are familiar or of personal interest.
- Will be able to describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.
- Will be able to UNDERSTAND how English is used in oral and written communication in different business situations, such as meetings, presentations, emails, letters, etc.
- Will be able to WRITE business letters, emails and short reports.
- Will be able to talk about business books and articles.
- Will acquire the required business vocabulary and grammar for level B1.
- Will be able to engage successfully in group work in order to write and present different types of presentations.

Course schedule

This schedule is subject to change. Changes will be announced in class and on the course e-learning

Week	Topic	Activities
1	Syllabus breakdown and orientation; Socializing; Tense formation; Needs analysis	Ice breaker: Getting to know each-other; Socializing in a business setting; Vocabulary and introduction skills; Creating and recognizing tenses; Self-assessment of language needs
2	Business in Different Cultures	Describing concerns; Reading about business etiquette; Writing a guide for business people
3	Management Styles	Clarifying information; Blog; Reading about management styles; Management vocabulary; Memo writing about changing; business styles; Presentation on different management styles
4	Team Building	Magazine Article; Citing an example; Reading about team building and roles in a team; Listening magazine articles about teams; Team building vocabulary
5	Production	Job Advertisement; Describing experience; Production vocabulary; Cover letter writing; Past tense
6	Marketing	Making suggestions; Writing marketing ideas; Conversations about marketing plans
7	Finance	Making a prediction; Present Perfect; Memo about losses; Financial terminology
8	Sales	Flyer analysis; Giving permission; Question building; Sales vocabulary
9	Business Strategy	Business strategy article; Writing a memo about meetings; Listening a talk about changing strategies
10	Innovation	Analyzing R&D; Ad campaign; Market research and R&D vocab
11	Presentation	Check e-learning for the rubric
12	Presentation	Check e-learning for the rubric

Additional information 1:

Taking into account the specific features of the language acquisition process, the classes will be a combination of lectures and exercises.

Additional information 2:

Main means of concretization during the course will be posters, PPT and Prezi, videos, listening, recent economic and business articles, company presentations and walkthroughs, website analysis, etc.

Assessment:

No.	Type of assessment	Percentage	Description
1	Tests	10	Tests will include lexical and grammar quizzes aiming at checking the students' progress and helping build the bases for personalized review.
2	Final exam	55	The final written exam will consist of these sections: 1. Reading Comprehension and Vocabulary 2. Language Structures 3. Writing 4. Listening
3	Presentation	20	This will consist of a poster, PPT or Prezi presentation on a topic agreed upon in advance.

4	Class participation	5	Class participation is regulated by the stipulations in the Rules and Regulations of the College.
5	Homework	10	Homework will aim at the revision and reinforcement of the topics discussed in class, as well as the preparation for the coming topics through exercises, papers, research, etc. Submitting them on time will be very important.

Re-examination requirements:

According to the provisions of the rules and Regulations of the College you may take three attempts to pass the exam. If the student defers the exam, they are eligible to 2 more attempts to pass the exam the same year. After three unsuccessful exam attempts they have to attend the course again in the consecutive year in order to regain exam eligibility.

Literature and resources:

- *'Business English'* by John Taylor and Jeff Zeter (Course Textbook), Express Publishing
- www.teachingenglish.org.uk
- www.bbc.co.uk/news/business
- *The Economist*
- *Handelsblatt*
- *Financial Times*
- *'An Inquiry into the Nature and Causes of the Wealth of Nations'* by Adam Smith
- *'Freefall'* by Joseph E. Stiglitz
- *'Financial Intelligence'* by Karen Berman, Joe Knight

Ndërtimi i ECTS-ve

Aktiviteti	Nr i oreve per Aktivitetin	
Ligjerata:	2	
Ushtrime:	0	
L+U:	24	
Seminar/praktike.:	0	
Studim i vazhdushem:	45	
Pregaditja e Provimit:	20	
Pjesemarrja ne teste:	2	
Pjesemarrja ne provimin final:	2	
Me profesorin dhe asistentin:	12	
Total Ore:	154	
ECTS:	6	

