



## SYLLABUS “BUSINESS ENGLISH 1”

<b>Basic details of the subject:</b>	
<b>Faculty:</b>	Faculty of Economics
<b>Course:</b>	Business English 1
<b>Program:</b>	International Management
<b>Level:</b>	Bachelor
<b>Status:</b>	Obligative
<b>Academic year:</b>	2022/23
<b>No. of lectures:</b>	2+1
<b>ECTS:</b>	4
<b>Time/ location:</b>	
<b>Professor:</b>	Dr. Sc. Kadri Krasniqi
<b>Contact details:</b>	<a href="mailto:kadri.krasniqi@uni-prizren.com">kadri.krasniqi@uni-prizren.com</a> Tel: 00383 45264134
<b>Course description:</b>	<p>‘Business English 1’ is an English course for students of business of pre-intermediate level that will introduce students with the general language skills and will help them to communicate effectively in a wide range of formal and informal situations, to increase fluency and confidence in using English in professional contexts, and to enable participants to prioritize their own language learning needs.</p>
<b>Course Aims:</b>	<p>The overall aim of the ‘Business English 1’ is to develop students’ language proficiency in general, and related business language in particular, which is achieved through the acquisition, command and mastery by the students of theoretical knowledge and practical skills, that will enable them to build business related communication, interpersonal, and systemic competences, in order for them to become able to communicate in English in a wide range of business situations in full awareness and independently for any public or private organizations, agencies and companies, in Kosovo and abroad, that may need business language services.</p> <p>More specifically, the ‘Business English 1’ Course aims to build and develop in students the following knowledge, skills and competences:</p> <ul style="list-style-type: none"><li>- Grounding in basic knowledge of the business language vocabulary and other subject areas the future student of business will/may work in to a degree sufficient to build and enhance their skills to comprehend as well as communicate fluently in English in a wide range of business situations;</li><li>- Ability to identify, describe, analyse and synthesise business language problems, relate their thoughts and ideas with greater accuracy, and apply their knowledge of the course both independently and as part of a team;</li><li>- Ability to use authentic business resource materials, conduct terminological research, manage information, and use</li></ul>

	<p>computer-assisted translation software, terminology and other IT tools for professional business practice;</p> <ul style="list-style-type: none"> <li>- Ability to work with other professionals involved in the business process (CEO-s, directors, managers, bankers, financial advisers/brokers, business English translators, and subject area experts), thereby building students' skills related to team work, negotiation strategies as well as meeting and leadership skills;</li> <li>- Enhancing students' self-concept as business people, self-confidence, attention/concentration, memory, initiative and imagination, that enables them to maintain a high degree of intellectual curiosity and motivation;</li> <li>- Communicative and transfer competence in both languages, English and Albanian, thereby developing organizational and planning, problem identification and problem-solving, monitoring, self-assessment and revision skills.</li> </ul>
<p><b>Learning Outcomes:</b></p>	<p>On completion of the course, students will have acquired the necessary set of competences (knowledge, skills and attitudes) to identify, understand and comprehend the most salient features of business English, expand professional vocabulary/language, communicate with greater confidence and speak more fluently and accurately by using business English, identify authentic sources for their practice, identify, describe, analyse and synthesise business related problems, relate their thoughts and ideas during a meeting or negotiations, apply their knowledge of the course both independently and as part of a team, and produce quality presentations or written assignments of various types of business language texts from English into Albanian and vice versa at junior level. In addition, and more specifically:</p> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>- Students will be able to define basic notions and concepts related to the topics covered in the lectures and students' practical work with exercises;</li> <li>- Students will be able to classify and compare various approaches, techniques and procedures used during meetings as part of the communication and negotiation strategies;</li> <li>- Students will be able to analyse and debate on various business topic choices and business-related problem-solving approaches, techniques and procedures in the dealing with business matter;</li> <li>- Students will be able to manage in practical terms business-related problems, and present them to the class in a self-confident and independent manner;</li> <li>- Students will be able to plan and organize individual and group theoretical and practical work in the business world/related areas covered during the course;</li> <li>- Students will be able to engage effectively and with greater confidence in various organizational business-related</li> </ul>

	<p>activities both at school and outside of the academic environment.</p> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>- Students will be able to communicate effectively, express their thoughts, ideas and opinions in a well-organized manner, being good listeners. These skills will be developed through verbal and non-verbal communication, preparation and presentation of learning materials, plans, and papers;</li> <li>- Students will be able to use critical thinking and solve efficiently problems that may arise in various teaching and learning situations;</li> <li>- Students will be able to identify, collect and classify authentic material resources of all kinds, do terminological research and manage information for purposes of professional business English;</li> <li>- Students will be able to use ICT tools for professional practice (word-processing, data bases, Internet, email, etc.) in order to locate, retrieve, collate and structure information on covered business topics;</li> <li>- Students will be able to respect diversity in other students' ideas, thoughts, opinions, beliefs and attitudes;</li> <li>- Students will be able to take initiative and make unbiased decisions based on the principle of equality;</li> <li>- Students will be able to engage in effective cooperation and team-work in developing business-related projects with other working group members while demonstrating ability for negotiation, tolerance, respect and leadership.</li> </ul> <p><b>Competences:</b></p> <ul style="list-style-type: none"> <li>- Students will demonstrate proper communication and work organization competence, taking responsibility for own and group success;</li> <li>- Students will demonstrate competence for strategic use of knowledge in the areas of learning and business environment in order to be able to respect ethical and social aspects in the learning process;</li> <li>- Students will demonstrate the competence to justify to others the decisions they have taken during business related issues, appraise those of others involved in the process and communicate their opinions in such a way as to avoid or resolve potential conflict;</li> <li>- Students will demonstrate the competence to identify, describe and analyse the different interpersonal relations which intervene in the business process;</li> <li>- Students will demonstrate the competence to work cooperatively with each-other in the roles of fellow business people, and researchers, identify the potential difficulties involved in each situation, and design strategies for dealing or negotiating with them;</li> <li>- Students will demonstrate the competence to appreciate the advantages and potential misleading pitfalls of cooperative</li> </ul>
--	---



	work, and be prepared to avoid or resolve conflict.		
<b>Student's workload for the subject</b>			
Activities	Hours	Days/weeks	Total
Lectures	2	15	30
Theory/Laboratory exercises	1	15	15
Practical work	-	-	-
Contacts with teachers / consultations	1	12	12
Outdoor activities	-	-	-
Halfterm test	2	3	6
Homework	3	2	6
Own study time	2	5	10
Preparation for final exam	3	6	18
Time spent in the assessment (tests, final exam, etc.)	1	2	2
Project, presentations ,etc	1	1	1
<b>Total</b>			<b>100 hours (4 ECTS)</b>
<b>Teaching Methodology:</b>	<p>The nature of the Course allows for a combination of a diversity of teaching and learning approaches. You are required to subject them to a critical reflection in order to develop critical thinking. Every instructional methodological approach is open for discussion and modification through common consent and agreement.</p> <ul style="list-style-type: none"> <li>- <b>Lectures</b> – Lectures shall be delivered in the classroom in accordance with the schedule published on the webpages of the university. You are encouraged to be as active and engaged as much as possible in all tasks and home assignments. Your participation shall be part of the overall assessment and final grade.</li> <li>- <b>Practical exercises</b> – Exercise classes shall be conducted in the classroom every week.</li> <li>- <b>Individual and group work and assignments</b> – During the conduct of the Course you shall also be required to do individual home assignments. Assignments may be related to the following: <ul style="list-style-type: none"> <li>- Translation of related business terminology (glossary) either at home or in class during an exercise session.</li> <li>- Analysis of business emails or case studies done by one of your classmates.</li> <li>- Preparation of more detailed information on a specific theoretical or practical business-related issue covered in class,</li> </ul> </li> </ul>		

	<p>engaging in a more in-depth explanation, analysis and clarification of that particular issue.</p> <ul style="list-style-type: none"> <li>- A specific Course-related project or case study as proposed by a student or students that will be presented in front of the class as a Power Point or other form of presentation.</li> </ul>
<p><b>Evaluation Criteria:</b></p>	<p>All forms of assessment have been adapted to evaluate your learning performance as outlined in the preceding, and are based on the Regulation on BA Level Studies available at the university website.</p> <ul style="list-style-type: none"> <li>- <b>Final Exam 50%</b> – The exam shall be held at the end of the semester and in accordance with the schedule that will be published on the university website. The exam shall include 20 questions of different types that cover all the topics and issues discussed during the semester. Questions shall be close-ended, open-ended, and multiple-choice ones, etc.</li> <li>- <b>Mid-term Test 20%</b> – You must take one mid-term test as a way of checking your performance in the middle of the semester. The mid-term test shall be taken on the seventh/eight week of the semester. It shall be in writing. The test shall comprise questions of different types, and cover the topics and issues discussed during the first six/seven weeks of the semester.</li> <li>- <b>Classroom presence and engagement 10%:</b> Your presence shall be registered physically and your participation will be monitored on weekly basis.</li> <li>- <b>Assessment of individual and group work home assignments 20 %</b> – There shall be two home assignments, 10% each. One assignment (done individually) shall be required prior to the mid-term test and the second one (group work) after the mid-term test. You may choose one of the types of assignments indicated in the preceding. If you choose to make an individual or group presentation, you should agree with the professor on the type and topic of chosen assignment.</li> <li>- <b>Final grade:</b> The final grade shall reflect a summation of all the results achieved by each student, as specified in the following assessment table.</li> </ul>
<p><b>Literature</b></p>	
<p><b>Main Literature:</b></p>	<ul style="list-style-type: none"> <li>- David Cotton, David Falvey, Simon Kent. (2012). <b>Market Leader-Business English</b>, Student’s Book. Longman: England (<b>obligative</b>) <b>Pre-Intermediate</b>.</li> <li>- John Rogers. (2012). <b>Market Leader-Business English</b>, Practice File. Longman: England (<b>obligative</b>) <b>Pre-Intermediate</b>.</li> </ul>
<p><b>Supplementary Literature:</b></p>	<ul style="list-style-type: none"> <li>-John Hughes &amp; Jon Naunton (2010). Business Result Intermediate, Student’s Book. Oxford University Press.</li> <li>-Hollet, Vicki (2009). <i>Business Objectives</i> (International Edition). Oxford University Press.</li> <li>-Dictionary: Pauli Qesku. Fjalori Anglisht – Shqip.</li> </ul>



	<p>-Dictionary: Oxford Advanced Learner’s Dictionary.</p> <p>- The literature is also found in the catalogue of the University Library.</p> <p>- It is also encouraged and appreciated that students provide additional sources of information on certain topics.</p>
--	---

<b>Teaching Plan:</b>		
Weeks	Lecture/Topic	Exercices
<i>Week I:</i>	<b>PRESANTATION OF SYLLABUS</b>	<ul style="list-style-type: none"> <li>- Course introduction</li> <li>- Students’ introduction</li> </ul>
<i>Week II:</i>	<b>CAREERS</b>	<p><b>Language review:</b> Ability, requests and past abilities</p> <p><b>Vocabulary:</b> Words for talking about jobs</p> <p><b>Writing:</b> Past abilities, CV and editing</p> <p><b>Sound work:</b> The difference between (i) and (i:)</p> <p><b>Connected speech:</b> Can/Can’t.</p> <p><b>Stress and Intonation:</b> Questions</p> <p><b>Further practice:</b> Telephoning</p>
<i>Week III:</i>	<b>COMPANIES</b>	<p><b>Language review:</b> Present tenses.</p> <p><b>Vocabulary:</b> Words for talking about companies.</p> <p><b>Writing:</b> An informal e-mail and Linkers.</p> <p><b>Sound work:</b> -s endings.</p> <p><b>Connected speech:</b> are.</p> <p><b>Further practice:</b> Company presentation.</p>
<i>Week IV:</i>	<b>SELLING</b>	<p><b>Language review:</b> Modals.</p> <p><b>Vocabulary:</b> Words for talking about selling.</p> <p><b>Writing:</b> Placing an order, replying to an order and Editing.</p> <p><b>Sound work:</b> Same or Different.</p> <p><b>Connected speech:</b> Have to.</p> <p><b>Stress and Intonation:</b> Rising and falling intonation.</p> <p><b>Further practice:</b> Negotiating.</p>
<i>Week V:</i>	<b>GREAT IDEAS</b>	<p><b>Language review:</b> Past tenses.</p> <p><b>Vocabulary:</b> Words for talking about great ideas.</p>



		<p><b>Writing:</b> Giving information and Editing.  <b>Sound work:</b> -ed endings.  <b>Connected speech:</b> Was and Were.  <b>Further practice:</b> Meetings.</p>
Week VI:	<b>STRESS</b>	<p><b>Language review:</b> The Present Perfect Tense.  <b>Vocabulary:</b> Words for talking about stress in the workplace.  <b>Writing:</b> Punctuation, A report and Editing.  <b>Sound work:</b> Groups of consonants.  <b>Connected speech:</b> Has/Have; Hasn't/Haven't  <b>Stress and Intonation:</b> Question tags.  <b>Further practice:</b> Making and responding to suggestions.</p>
Week VII:	<b>ENTERTAINING</b>	<p><b>Language review:</b> Multi-word verbs.  <b>Vocabulary:</b> Words for talking about food and drink.  <b>Writing:</b> A report, A hotel booking.  <b>Sound work:</b> The letter a.  <b>Connected speech:</b> Linking sounds.  <b>Further practice:</b> Making small talk.</p>
Week VIII:	<b>MIDTERM TEST</b>	<b>MIDTERM TEST</b>
Week IX:	<b>MARKETING</b>	<p><b>Language review:</b> Asking questions.  <b>Vocabulary:</b> Words for talking about marketing.  <b>Writing:</b> Answering an enquiry, Reports and Editing  <b>Sound work:</b> Individual sounds (v) and (ɔ:).  <b>Connected speech:</b> Do you, Did you, Would you.  <b>Stress and Intonation:</b> Stressed syllables.  <b>Further practice:</b> Using stress to correct information. Getting the message right.</p>
Week X:	<b>PLANNING</b>	<p><b>Language review:</b> Talking about the future.  <b>Vocabulary:</b> Words for talking about making plans.  <b>Writing:</b> Linkers, Time management and Editing  <b>Sound work:</b> Letter o.  <b>Connected speech:</b> To.  <b>Stress and Intonation:</b> Stressed syllables.  <b>Further practice:</b> Checking information.</p>
Week XI:		<p><b>Language review:</b> Reported speech.  <b>Vocabulary:</b> Words for talking about management. Verbs and Prepositions.</p>



	<b>MANAGING PEOPLE</b>	<p><b>Writing:</b> Preparing for report writing. Requesting information.</p> <p><b>Sound work:</b> Matching sounds.</p> <p><b>Connected speech:</b> Linked sounds.</p> <p><b>Stress and Intonation:</b> Different Stresses.</p> <p><b>Further practice:</b> Socialising. Taking a message.</p>
<i>Week XII:</i>	<b>CONFLICT</b>	<p><b>Language review:</b> Conditionals.</p> <p><b>Vocabulary:</b> Words for talking about negotiating.</p> <p><b>Writing:</b> Business letters and Editing.</p> <p><b>Sound work:</b> The schwa sound.</p> <p><b>Connected speech:</b> Contractions.</p> <p><b>Stress and Intonation:</b> Rising and falling intonation.</p> <p><b>Further practice:</b> Dealing with conflict.</p>
<i>Week XIII:</i>	<b>NEW BUSINESS</b>	<p><b>Language review:</b> Time clauses.</p> <p><b>Vocabulary:</b> Words for talking about economics.</p> <p><b>Writing:</b> Linkers, Report writing and Editing. <b>Sound work:</b> Vowel sounds.</p> <p><b>Connected speech:</b> Linking sounds.</p> <p><b>Stress and Intonation:</b> Dates.</p> <p><b>Further practice:</b> Numbers.</p>
<i>Week XIV:</i>	<b>PRODUCTS</b>	<p><b>Language review:</b> Passives.</p> <p><b>Vocabulary:</b> Words for talking about products.</p> <p><b>Writing:</b> Linkers, Enquiring about a product and Editing.</p> <p><b>Sound work:</b> Groups of consonants.</p> <p><b>Connected speech:</b> Its, It has and It is.</p> <p><b>Stress and Intonation:</b> Main stresses.</p> <p><b>Further practice:</b> Asking questions about a product. Presenting a product.</p>
<i>Week XV:</i>	<b>END OF TERM TEST REVISION</b>	<b>END OF TERM TEST REVISION</b>
<b>Notice:</b>		
<p>PS: In this course you have the opportunity to be creative with your topics. Please take care not to lose your integrity as a speaker (and student) by plagiarizing material. Remember the university 'Code of Conduct', and respect it.</p>		
<b>Academic Policies</b>		





- 
- **Absence will affect the final grade. The policy is straightforward: If you are absent or negligent, you are responsible for what you have missed.**
  - **Students are required to respect the schedule of lectures and be attentive during the lessons.**
  - **It is mandatory to have books, when in lessons.**
  - **Students must be active and cooperative because the book assigned for the course requires interactive learning and as such seeks continuous collaboration and interaction between teachers, students, books, and technology equipments.**
  - **The cooperative environment during the lectures and exercises is primary demand in achieving the objectives and goals set forth in this syllabus.**
  - **No usage of phones during the classes and tests/final exam.**
  - **Finally yet importantly, full respect for universally recognized academic policies and standards (The Bologna System).**