



## **SYLLABUS OF COURSE “BUSINESS ENGLISH II”**

<b>Basic information of the course</b>	
<b>Academic unit:</b>	Faculty of Economics
<b>Course name:</b>	Business English II
<b>Study program:</b>	International Management
<b>Level:</b>	Bachelor
<b>Course status:</b>	Obligatory
<b>Study year:</b>	II
<b>Number of hours per week:</b>	2+2 (lectures and exercises)
<b>Credit value - ECTS:</b>	4 ECTS
<b>Time / location:</b>	To be announced!
<b>Lecturers:</b>	Prof. Ass. Dr. Nazli Tyfekci
<b>Contact details:</b>	<a href="mailto:nazli.tyfekqi@uni-gjk.org">nazli.tyfekqi@uni-gjk.org</a>
<b>Course description:</b>	<p>Business English II is a course designed to help students improve their English language skills in the context of business and professional communication. The course typically covers topics such as business vocabulary, presentations, meetings, negotiations, email and letter writing, and other forms of business communication. Students learn how to effectively communicate in a variety of business situations, such as in meetings and presentations, and through written correspondence. The course also include elements of business culture, etiquette and formalities. The course is aimed at students who are planning to work in a business or professional setting</p> <p>The content of this subject has been developed in association with the Financial Times, one of the leading sources of business information in the world. It consists of 12 units, level B1+ (CEFR), based on topics of great interest to everyone involved in international business.</p> <p>The course will develop the communication skills you need to succeed in business and will enlarge your knowledge of the business world.</p>
<b>Course objectives:</b>	<ul style="list-style-type: none"><li>• Develop transferable skills to deal with people in business situations</li><li>• Increase their knowledge of key business concepts worldwide</li><li>• Write and read basic business reports, faxes, and memos</li><li>• Expand vocabulary related to general business situations</li></ul>
<b>Learning outcomes:</b>	<ul style="list-style-type: none"><li>• Anglishtja afariste II do t'u mundësojë studentëve që te:</li><li>•</li></ul>

	<ul style="list-style-type: none"><li>të pasurojnë aftësitë e komunikimit duke përdorur anglishten në mjedise dhe situata specifike biznesi.</li><li>të jetë në gjendje të komunikojë në mënyrë efektive në një mjedis profesional-</li><li>të kuptojnë dhe të përdorë terminologjinë e biznesit, të shkruajë emaile, raporte dhe prezantime të qarta dhe koncize;</li><li>të marrin pjesë në takime dhe negociata duke përdorur gjuhën dhe rregullat e duhura. –</li><li>të zhvillojnë aftësitë e komunikimit, rrjetëzimit, negocimit,</li></ul>		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Day/week	Total /hours
Lectures	2	13	26
Exercise theoretical/laboratory	1	15	15
Practice work			
Contact with lecturer/consultations	1	4	4
Field exercises	-	-	-
Midterms, seminars	2	2	4
Laboratory exercises	-	-	-
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam			
Time spent in evaluation (tests, quiz, final exam)	3	4	12
Projects, presentations, etc.	1	13	13
Total			104 hours (5 ECTS)
Teaching methods:	The teaching methods for a course in business English will typically include a mix of interactive lectures, group discussions, role-playing exercises, and case studies. The focus will be on developing practical skills, such as business writing, presentation skills, and negotiation techniques, through real-life scenarios. Additionally, there may be an emphasis on building vocabulary and grammar specific to the business world, as well as cultural awareness and cross-cultural communication. Technology, such as online resources and video conferencing, may also be incorporated to enhance the learning experience.		
Assessment methods:	Assessment will be done based on learning outcomes, continuously, based on active participation in the classroom, assignment performance, mid-term and final test results. Attendance and behaviour (5%) Engagement/active participation in the classroom (5%) Assignments (10%) Mid-term test (40%) End-of-term test (40 %)		



	<b>Note:</b> Students failing or not sitting any of the two tests will have to sit a final written exam covering 100% of the course content. Final exam (100%)
<b>Literature</b>	
<b>Basic Literature:</b>	1. Book: <b>Market Leader – Business English Course Book</b> - Intermediate 3d Edition by David Cotton, David Falvey and Simon Kent, 2011.
<b>Additional Literature:</b>	1. Dictionary: Oxford Advanced Learner's Dictionary.

<b>Study plan:</b>		
<b>Week</b>	<b>Lectures</b>	<b>Exercises</b>
<i>First week:</i>	Presentation of the course syllabus	Course introduction and students introduction
<i>Second week:</i>	Brands	Review and extension: brands and marketing words and collocations
<i>Third week:</i>	Travel	Review and extension: business travel words and phrases in context
<i>Fourth week:</i>	Change	Review and extension: word – building and focus on introducing change
<i>Fifth week:</i>	Organization	Review and extension: focus on company organization and noun combinations
<i>Sixth week:</i>	Advertising	Review and extension: advertising words and collocations
<i>Seventh week:</i>	Money	Review and extension: finance words and collocations
<i>Eighth week:</i>	Mid – Term Test	Mid – Term Test
<i>Ninth week:</i>	Cultures	Review and extension: focus on idioms and business cultures
<i>Tenth week:</i>	Human Resources	Review and extension: employment words and collocations
<i>Eleventh week:</i>	International Markets	Review and extension: trade words and collocations
<i>Twelfth week:</i>	Ethics	Review and extension: ethics words and collocations
<i>Thirteenth week:</i>	Leadership	Review and extension: words to describe character
<i>Fourteenth week:</i>	Competition	Review and extension: competition words, collocations and idioms
<i>Fifteenth week:</i>	End – Term Test	End – Term Test
<b>Academic policies and rules of conduct:</b>		
<ul style="list-style-type: none"> <li>- Students are expected to attend all courses and course activities. Any class meeting missed, regardless of cause, reduces the opportunity of learning and may adversely affect a student's achievement in the course;</li> <li>- Students are required to attend at least 90% of the class meetings in order to receive credit for the course. An accurate record of attendance will be kept for each course. If a student misses one third or more of a class session, the student will be counted absent. Three tardy will count as one absence. Leaving early is the same as being tardy;</li> <li>- During compilation of seminar papers, a student must adhere to the instructions given by the lecturer;</li> </ul>		



- If a student misses a class, it is THEIR responsibility to make up the material missed;
- It is mandatory possession and presentation of the ID cards in tests and exams;
- Students are required to comply with all academic rules;
- Students are obliged to present and possess ID Card in Midterm and Final Exam.
- Finally, yet importantly, full respect for universally recognized academic policies and standards

**Note:**

Attendance is a prerequisite for students who wish to gain proper knowledge of this subject. Students who attend regularly the course will be able to participate actively in class, giving their concrete contribution during interactive lectures and during exercises. Therefore, this will affect them to enrich their knowledge about the module and achieve better results.