



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

<b>Basic information of the course</b>	
<b>Academic unit:</b>	Faculty of Economics
<b>Course name:</b>	Business English III
<b>Study program:</b>	Business Administration
<b>Level:</b>	Bachelor
<b>Course status:</b>	Selective
<b>Study year:</b>	III
<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 Tyfekçi ; MSc. Ernest Ismeti
<b>Contact details:</b>	<a href="mailto:nazli.tyfekqi@uni-gjk.org">nazli.tyfekqi@uni-gjk.org</a> – <a href="mailto:e.ismeti@hotmail.com">e.ismeti@hotmail.com</a>
<b>Course description:</b>	Business English III is a course designed to further develop the English language skills of business professionals of level B2-C1 (CEFR). The course covers advanced topics such as business negotiation, cross-cultural communication, and business report writing. Through interactive activities and case studies, students will learn to effectively communicate in a global business setting. The course also emphasizes the use of proper grammar, vocabulary, and pronunciation. Students will have the opportunity to practice their skills through role-playing, group discussions, and presentations. Throughout the course, students will have the confidence and ability to communicate effectively in a professional business setting.
<b>Course objectives:</b>	<p>The main objectives of the course Business English III are to master various language, social and business skills in advanced level.</p> <p>Throughout the course, students will learn how to use appropriate vocabulary, grammar, and style in a variety of business contexts. They will also develop their listening and speaking skills, by participating in role-plays and discussions. Additionally, students will be exposed to different cultures and business practices, which will help them to understand the global business environment.</p>
<b>Learning outcomes:</b>	<p>By the end of this course students should be able to:</p> <ul style="list-style-type: none"><li>• Master technical business and economic terminology;</li><li>• Refine writing style, with an emphasis on clarity and brevity, with correct usage of all forms of grammar and vocabulary. Also, develop the ability to adapt writing style as appropriate for CVs, cover letters, business emails, proposals and reports etc.;</li><li>• Expand business vocabulary;</li><li>• Practice spoken English in a business context;</li><li>• Analyze audiences and adapt writing and documentation (style, format, graphics, page design) for specific audiences;</li></ul>

	<ul style="list-style-type: none"><li>Deepen the understanding of broad cultural issues related to work, capital, management, social class structures and so on</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 (4 ECTS)
Teaching methods:	The teaching methods for a course in business English III 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 %) <u>Note:</u> 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%)		
Literature			
Basic Literature:	1. Book: <b>Market Leader – Business English Course Book</b> – Upper Intermediate 3d Edition by David Cotton, David Falvey and Simon Kent, 2011.		
Additional Literature:	1. Dictionary: Oxford Advanced Learner’s Dictionary.		

	<p>2. Camp, S. &amp; Satterwhite, M. (2015). College English and business communication. (10th edition). New York: McGraw-Hill Higher Education.</p> <p>3. Markel, M. (2012). Technical Communication. (10th edition). Boston: Bedford/St. Martin's.</p>
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Study plan:		
Week	Lectures	Exercises
<i>First week:</i>	Presentation of the course syllabus	Course introduction and students introduction
<i>Second week:</i>	Communication	Review and extension: collocations, idioms and linking ideas of communication
<i>Third week:</i>	International Marketing	Review and extension: marketing word partnership
<i>Fourth week:</i>	Building Relationships	Review and extension: describing relations and multi – word verbs
<i>Fifth week:</i>	Success	Review and extension: collocations and idioms relating to success
<i>Sixth week:</i>	Job Satisfaction	Review and extension: Herzberg's theory of job satisfaction
<i>Seventh week:</i>	Risk	Review and extension: describing risk, event and collocations with risk
<i>Eighth week:</i>	Mid – Term Test	Mid – Term Test
<i>Ninth week:</i>	Management Styles	Review and extension: management qualities and styles
<i>Tenth week:</i>	Team Building	Review and extension: ways of team building in business
<i>Eleventh week:</i>	Raising Finance	Review and extension: financial terms, dependent prepositions, and requesting payment
<i>Twelfth week:</i>	Customer Service	Review and extension: customer services and letters of complaint
<i>Thirteenth week:</i>	Crisis Management	Review and extension: handling the crisis
<i>Fourteenth week:</i>	Mergers and Acquisitions	Review and extension: describing mergers and acquisitions and strategic alliances
<i>Fifteenth week:</i>	End – Term Test	End – Term Test
Academic policies and rules of conduct:		
<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> <li>- If a student misses a class, it is THEIR responsibility to make up the material missed;</li> </ul>		



- 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.