

**Course**

LAN1601 – Business English 1

2 hours per week, 3 credits, English, level: basic

Wednesday, 11.30 – 13.00 OR Wednesday, 15.30 – 17.00 OR Thursday, 9.45 – 11.15

(Days/times and groups will be decided in the first week of classes)

Rooms: See LSF

This course may be held online in WS2020/2021. Students must ensure that they have a microphone and video camera and a stable internet connection in order to participate on Alfaview.

Alfaview Classroom: <https://app.alfaview.com/#/join/alfaview-technik/99e5da5e-6392-45c3-abb4-f1a534eda3da/2683b19d-8755-4266-bf22-a649b030fa6b>

**Instructor**

Gabriella Loveday

(for more details: <https://catalog.hs-pforzheim.de/profil.jsp?gabriella.loveday>)

Office: T2.2.13, office hours: Tuesday 13.45 – 15.15.

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Please feel free to contact me at any time should you have any questions or problems regarding the course or the final examination.

**Overview**

This course aims to facilitate both oral and written communication within a business context. Students will be provided with ample opportunity to practice all four language skills – listening, reading, speaking and writing. They will also address the challenges of conducting business with partners from different business environments and areas of operation.

**Prerequisites:**

Students should have a good command of the English language. (Level B2 according to the CEFR for languages)

**Learning Objectives**

By the end of the course students

- will be able to write emails, memos, reports and other forms of correspondence in English
- will be able to read newspaper articles relating to business topics and discuss them
- will have gained an insight into general business concepts
- will be able to analyse case studies and provide effective solutions

**Course Topics**

Company structures

Types of business organizations and entrepreneurship

Corporate culture

Management techniques

Corporate strategies

Marketing

Advertising  
 Outsourcing  
 Describing graphs and trends

### Teaching and learning approach

The course will be run as a seminar with an interactive approach. All students will be expected to make an active contribution to group discussions, simulations and case studies. In addition, part of the course will consist of group and individual presentations. All classes will be held in English and students will be expected to regularly provide written assignments in order to improve their written communication skills.

### Contribution to program goals

Goals	Contribution	Assessment
Business Knowledge 1.3 & 1.4	Reading a wide variety of texts from business and technical journals and newspapers to gain an insight into diverse topics	Class participation in discussions, presentations and written assignments
Use of information technology 2.1 & 2.2	Students will be encouraged to look up a variety of internet sources to research the various topics	Class participation in discussions and written assignments for homework
Critical thinking and analytical capabilities 3	Examination of case studies dealing with strategic management, marketing and global business	Class participation in discussions and written assignments for homework
Ethical thinking 4	Examination of ethical dilemmas for companies when recruiting suppliers and sourcing products	Class participation in discussions and written assignments for homework
Communication skills 5.1 & 5.2	Role plays, simulations, discussions of a wide variety of business issues in the English language	Class participation in discussions, role plays and simulations
Ability to work in teams 6	Role plays, discussions in groups of 3-4 students	Class participation in discussions/role plays
Intercultural competency 7	Examination of multi-national companies	Class participation in discussions

Interdisciplinarity 7.1 & 7.2	Course provides an introduction to Business Administration, Marketing, Advertising courses which the students will attend in their 3 <sup>rd</sup> and 4 <sup>th</sup> semesters	Class participation in discussions
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### Course Material

- Handouts from business journals and newspapers (the Economist, Financial Times etc
- Case Studies from the Internet (thetimes100)

### Final Examination

Students will be given a grade for completion of written tasks. (20% of the grade.) There will also be a 60-minute written examination on business English (in the English language – 80% of the grade). Students will be prepared throughout the course on the relevant topics and provided with ample practice materials. The examination will consist of a case study/text for examination and internal correspondence within companies (memos, emails, reports, graph description).

Students who regularly attend the course and hand in written assignments will be well-prepared for the examination. Regular feedback and correction will be provided to encourage improvement in their written and oral communication skills.

### Grading

Students will be graded on a scale of 1 = excellent, 2 = very good, 3 = satisfactory, 4 = pass and 5 = fail.

### Behavioural Rules

Students are required to participate actively in all course activities. Furthermore, they will be expected to complete homework/class preparation tasks. Failure to do so may lead to the student being ejected from the class.

### Tentative Schedule (changes may be necessary)

No	Date	Content
1	October 2020	Structure of companies, sectors of employment, company culture
2	October 2020	Types of business organizations, business developments
3	October 2020	Mergers, social English
4	November 2020	Email writing, management styles, leadership

5	November 2020	Good netiquette, internal correspondence, tone of email writing, Nike SWOT analysis
6	November 2020	Ikea and SWOT, JD case study – the 4 Ps
7	November 2020	Writing emails from voicemails, Kelloggs case study – the product lifecycle, Ansoff's matrix
8	November 2020	Formal memo writing, brands, advertising, case study, commercials and their impact,
9	December 2020	Outsourcing, describing movements and trends
10	December 2020	Graph descriptions, product portfolio analysis
11	December 2020	Aldi case study & CSR, report writing
12	January 2021	Entering new markets, graph descriptions, report writing
13	January 2021	Mock exam
14	January 2021	Exam revision – internal correspondence, business texts, graphs

### **My Teaching Philosophy**

I am committed to providing the students with the best possible learning opportunities so that they improve their English communication skills. I am a firm believer in the maxim 'practice makes perfect'. Therefore, I encourage students to send me written assignments throughout the course and contact me after class during my visiting hours or via email so that I can provide them with individual support should they be having any problems with the course material and/or their English.