
Syllabus, LAN 3041, Business English 2, WS2020/21**Course**

LAN3041 – Business English 2 –March 2021

3 credits/2 SWS, English, level: intermediate

Block course – 8th – 12th March 2021

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

Please note that this course will probably be held over Alfaview. Therefore, in order to ensure active participation, students are required to have access to adequate hardware and software (i.e. good internet connection and a device with a working video camera and microphone) for the duration of the course. We will inform you if the situation changes in the meantime.

Instructors

Gabriella Loveday

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

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Rafael Correa

Office: T1.5.29, office hours: Monday 11.30 – 13.00

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Please feel free to contact us at anytime should you have any questions or problems regarding the course or the assessment. Due to COVID-19-related restrictions, please do so via email, as we may have limited access to our offices.

Overview

This course will be run as a workshop and will prepare students for interaction in a business environment. They will acquire practical oral and written skills which will aid them in their future careers. They will also address the challenges of doing business with partners from different cultural backgrounds.

Prerequisites

Students should have a good command of the English language. (Level B2/C1 according to the CEFR for languages)

Learning Objectives

By the end of the course students

- will have honed their presentation skills in English
- will be able to address the challenges of doing business with partners from different cultural backgrounds
- will be able to interact and communicate freely and effectively in English on a wide range of business themes
- will have learned how to negotiate in different cultures
- will be able to adapt to different business etiquettes
- will understand important elements of marketing plans and entrepreneurship

- will have had training on employment applications and interviews in English
- will have acquired oral skills in presenting and negotiating
- will have enhanced their written English skills with regard to internal and external correspondence

Course Topics

Presenting a marketing plan
 Financing a business
 USPs
 Pitching
 CSR
 Different negotiation styles
 Communication techniques
 Presentation techniques
 Commercial correspondence
 Job applications and interview training
 Meetings
 Cultural awareness
 Telephoning

Teaching and learning approach

The course will be run as an online seminar with an interactive approach over Alfaview. 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 provide written assignments in order to improve their written communication skills.

Contribution to program goals

Goals	Contribution	Assessment
Business Knowledge 1.3 & 1.4	Cultural awareness, international negotiations and presentations, correspondence, negotiations, business plans, entrepreneurship, job applications and interviews	Class participation in presentations, role plays, case studies.
Use of information technology 2.1 & 2.2	Students will be required to do internet research on business plans, companies in the area, business cultures in different parts of the world, videos on business negotiations, videos on starting a new business	Class participation in presentations, role plays, case studies.

Critical thinking and analytical capabilities 3	Examination of case studies, assessment of behavior across cultures, assessing market entry	Class participation in presentations, role plays, case studies
Ethical thinking 4	Ethical dilemmas and how to make ethical decisions across cultures and companies	Class participation in presentations, role plays, case studies
Communication skills 5.1 & 5.2	Role plays, simulations, discussions, presentations and negotiations on business issues in the English language, report writing, memos, minutes	Class participation in presentations, role plays, case studies, correspondence writing in groups, reports to management
Ability to work in teams 6	Role plays, simulations, discussions, presentations and negotiations on business issues in groups of 3-4 students	Class participation in presentations, role plays, case studies
Intercultural competency 7	Examination of different business cultures, negotiating across cultures	Class participation in presentations, role plays, case studies
Interdisciplinarity 7.1 , 7.2 & 7.3	Course provides a link to mandatory electives in 6 th and 7 th semesters – intercultural management and engineering and other courses held in English.	Class participation in presentations, role plays, case studies

Course Material

The Times 100 Case Studies

Trappe Tonya & Tullis Graham, Intelligent Business Advanced

BBC Videos – Dragons Den & the Apprentice

Hofstede, Geert, Hofstede, Gert Jan, 2005, *Cultures and Organizations Software of the Mind*, 2nd Edition, McGraw-Hill, New York

MacKenzie Ian, English for Business Studies

Utley Derek, Intercultural Resource Pack

Behavioural Rules

Students are required to participate actively in all course activities. Furthermore, they will be expected to attend each session and dedicate extra time to their written assignments and presentations. The group work load should be completed by ALL members of the group. If a student does not make an adequate contribution, they will fail the course.

Final Examination

There will be continual assessment throughout the course. Students will be assessed through their presentations and written assignments. Regular feedback and correction will be provided to encourage improvement in students' written and oral communication skills in English.

Grading

Students will be graded as 'pass' or 'fail'.

Tentative Schedule (changes may be necessary)

No	Date	Content
1	8 th March 2021	Presentation skills training, introduction to marketing plans, internship presentation planning, market research.
2	9 th March 2021	Cultural awareness, product development, USPs, advertising, internship discussions.
3	10 th March 2021	Interviews and personal profiles, introduction to pitching, feedback, telephoning.
4	11 th March 2021	Meetings, reports, working on marketing plans, perfecting the pitch, rehearsals.
5	12 th March 2021	Marketing plan presentations, final appraisal and feedback

My teaching philosophy: Gabriella Loveday

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.

My Teaching Philosophy: Rafael Correa

My main goal during this course is to help prepare the students to perform in English, as well as they can, in professional and academic situations. With this in mind, I encourage the students to see the classroom as a safe and informal environment where they can experiment with the language and clarify all their doubts. Ideally, each student will end this

course more confident, more critical and at the same time more self-aware regarding his/her own communication skills and stance while making presentations or taking part in discussions held in English.