

**Course**

LAN1511 – Advanced Business English

2 hours per week, 2 credits, English, level: intermediate

3 Groups: Tuesday, 11.30 – 13.00 OR 15.30 – 17.00 OR Thursday, 11.30 – 13.00

(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

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

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

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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**

Our students will be expected to perform a wide variety of technical and business management functions in internationally operating companies. They will have to liaise within different business fields and forge links to foreign markets. Therefore a very high level of English is required to enable them to communicate effectively.

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 cultural backgrounds and areas of operation.

**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 be able to write emails, memos, graph descriptions and reports 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
- will be able to present with confidence

**Course Topics**

Company structures

Types of business organizations and entrepreneurship  
 Corporate culture  
 Mergers  
 Marketing  
 Change Management  
 Presentation training  
 Corporate strategies - corporate social responsibility  
 Team working  
 Taking part in meetings  
 Describing 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; CSR	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-application of international management and engineering competencies in specific situations 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

### Course Material

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

### 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. The group work load should be completed by ALL members of the group.

### Assessment & Final Examination

Students will be given a grade for their presentations and 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.

### Tentative Schedule (changes may be necessary)

No	Date	Content
1	October 2020	Structure of companies, sectors of employment, company culture

2	October 2020	Text on corporations of the past and present, discussion on companies students have worked for during internships/apprenticeships, management styles and success stories;
3	October 2020	CSR, press releases, writing in a positive style, mergers
4	October/November 2020	Meeting and greeting, presentation training, distribution of presentation topics
5	November 2020	Internal correspondence, email register, memo writing
6	November 2020	External communication – enquiries and offers, two student presentations
7	November 2020	External communication – complaints and apologies, two student presentations
8	November/December 2020	Introduction to report writing, two student presentations
9	December 2020	Report writing practice, two student presentations
10	December 2020	Language of meetings, writing minutes, two student presentations
11	December 2020	Describing trends, writing a sales report
12	January 2021	Change management, marketing case study
13	January 2021	Mock exam
14	January 2021	Exam revision

### **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.

