Course
LAN1501 – Business English 1
2 hours per week, 2 credits, English, level: basic
Wednesday, 11.30 – 13.00 (T2.4.05) OR Wednesday, 15.30 – 17.00 (T1.3.03) OR Thursday, 9.45 – 11.15 (T2.4.05)
Students will be put into groups after their English test.

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.
Email: gabriella.loveday@hs-pforzheim.de
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 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**

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<thead>
<tr>
<th>Goals</th>
<th>Contribution</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>Business Knowledge 1.3 &amp; 1.4</td>
<td>Reading a wide variety of texts from business and technical journals and newspapers to gain an insight into diverse topics</td>
<td>Class participation in discussions, presentations and written assignments</td>
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<td>Use of information technology 2.1 &amp; 2.2</td>
<td>Students will be encouraged to look up a variety of internet sources to research the various topics</td>
<td>Class participation in discussions and written assignments for homework</td>
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<tr>
<td>Critical thinking and analytical capabilities 3</td>
<td>Examination of case studies dealing with strategic management, marketing and global business</td>
<td>Class participation in discussions and written assignments for homework</td>
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<tr>
<td>Ethical thinking 4</td>
<td>Examination of ethical dilemmas for companies when recruiting suppliers and sourcing products</td>
<td>Class participation in discussions and written assignments for homework</td>
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<tr>
<td>Communication skills 5.1 &amp; 5.2</td>
<td>Role plays, simulations, discussions of a wide variety of business issues in the English language</td>
<td>Class participation in discussions, role plays and simulations</td>
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<td>Ability to work in teams 6</td>
<td>Role plays, discussions in groups of 3-4 students</td>
<td>Class participation in discussions/role plays</td>
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<tr>
<td>Intercultural competency 7</td>
<td>Examination of multinational companies</td>
<td>Class participation in discussions</td>
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<td>Interdisciplinarity 7.1 &amp; 7.2</td>
<td>Course provides an introduction to Business Administration, Marketing, Advertising courses which the students will attend in their 3rd and 4th semesters</td>
<td>Class participation in discussions</td>
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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
There will be a 60-minute written examination on business English (in the English language). 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, other forms of correspondence).
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)

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<thead>
<tr>
<th>No</th>
<th>Date</th>
<th>Content</th>
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<tbody>
<tr>
<td>1</td>
<td>9th &amp; 10th October 2019</td>
<td>Structure of companies, sectors of employment, company culture</td>
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<tr>
<td>2</td>
<td>16th &amp; 17th October 2019</td>
<td>Types of business organizations, business developments</td>
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<tr>
<td>3</td>
<td>23rd &amp; 24th October 2019</td>
<td>Mergers, social English</td>
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<td>4</td>
<td>30th &amp; 31st October 2019</td>
<td>Email writing, management styles, leadership</td>
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<td>5</td>
<td>6th &amp; 7th November 2019</td>
<td>Good netiquette, internal correspondence, tone of email writing, Nike SWOT analysis</td>
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<td>6</td>
<td>13th &amp; 14th November 2019</td>
<td>Ikea and SWOT, JD case study – the 4 Ps</td>
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<tr>
<td>7</td>
<td>20th &amp; 21st November 2019</td>
<td>Writing emails from voicemails, Kelloggs case study – the product lifecycle, Ansoff’s matrix</td>
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### 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.