Syllabus, LAN 3041, Business English 2, WS2019/20

Course
LAN3041 – Business English 2 – March 2020
3 credits/2 SWS, English, level: intermediate
Block course – 9th – 13th March 2020
Classroom: T1.2.07 (THE) & T1.3.03/04

Instructors
Gabriella Loveday
Office: T2.2.13, office hours: Tuesday 13.45 – 15.15.
Email: gabriella.loveday@hs-pforzheim.de
Rafael Correa
Office: T1.5.29, office hours: Monday 11.30 – 13.00
Email: rafael.correa@hs-pforzheim.de

Please feel free to contact us at anytime should you have any questions or problems regarding the course or the assessment.

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 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 provide written assignments in order to improve their written communication skills.

**Contribution to program goals**

<table>
<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>Cultural awareness, international negotiations and presentations, correspondence, negotiations, business plans, entrepreneurship, job applications and interviews</td>
<td>Class participation in presentations, role plays, case studies.</td>
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<td>Use of information technology 2.1 &amp; 2.2</td>
<td>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</td>
<td>Class participation in presentations, role plays, case studies.</td>
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<tr>
<td>Critical thinking and analytical capabilities 3</td>
<td>Examination of case studies, assessment of behavior across cultures, assessing market entry</td>
<td>Class participation in presentations, role plays, case studies</td>
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<tr>
<td>Ethical thinking 4</td>
<td>Ethical dilemmas and how to make ethical decisions</td>
<td>Class participation in presentations, role plays, case studies</td>
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Business English 2/LAN3041 WING/March 2020 Loveday/Correa
<table>
<thead>
<tr>
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<th>Across cultures and companies</th>
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<tbody>
<tr>
<td>Communication skills 5.1 &amp; 5.2</td>
<td>Role plays, simulations, discussions, presentations and negotiations on business issues in the English language, report writing, memos, minutes</td>
<td>Class participation in presentations, role plays, case studies, correspondence writing in groups, reports to management</td>
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<tr>
<td>Ability to work in teams 6</td>
<td>Role plays, simulations, discussions, presentations and negotiations on business issues in groups of 3-4 students</td>
<td>Class participation in presentations, role plays, case studies</td>
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<tr>
<td>Intercultural competency 7</td>
<td>Examination of different business cultures, negotiating across cultures</td>
<td>Class participation in presentations, role plays, case studies</td>
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<td>Interdisciplinarity 7.1, 7.2 &amp; 7.3</td>
<td>Course provides a link to mandatory electives in 6th and 7th semesters – intercultural management and engineering and other courses held in English.</td>
<td>Class participation in presentations, role plays, case studies</td>
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**Course Material**
The Times 100 Case Studies  
Trappe Tonya & Tullis Graham, Intelligent Business Advanced  
BBC Videos – Dragons Den & the Apprentice  
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 remain in class afterwards to work on 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)**

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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>9&lt;sup&gt;th&lt;/sup&gt; March 2020</td>
<td>Presentation skills training, introduction to marketing plans. Introduction to culture, market research</td>
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<tr>
<td>2</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; March 2020</td>
<td>Cultural awareness, product development, internship presentations, applications</td>
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<tr>
<td>3</td>
<td>11&lt;sup&gt;th&lt;/sup&gt; March 2020</td>
<td>USP and advertising, interviews and personal profiles, introduction to pitching, telephoning</td>
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<tr>
<td>4</td>
<td>12&lt;sup&gt;th&lt;/sup&gt; March 2020</td>
<td>Meetings, reports, pitch and feedback training, rehearsal</td>
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<tr>
<td>5</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; March 2020</td>
<td>Marketing plan presentations, final appraisal and feedback</td>
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**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.