

AUSFÜLLHILFE: BEWEGEN SIE DEN MAUSZEIGER ÜBER DIE ÜBERSCHRIFTEN. AUSFÜHRICHE HINWEISE: [LEITFADEN MODULBESCHREIBUNG](#)

Module Title English 8 – Business (B2.2)						
Module code	Workload	Credits/CP	Semester	Frequency of module		Duration
	90 hours	3		Each semester		1 semester
1	Module English 8 Business	Teaching Language English	Contact hours 2 SWS / 22.5 hrs	Self-study 67.5 hrs	Class size 23	
2	<p>Learning outcomes The reference level of this module is B2.2 according to the Common European Framework of Reference for languages (CEFR)</p> <p>Knowledge After successful completion of the module the students are able to:</p> <ul style="list-style-type: none"> • Identify and use countable and uncountable nouns • Use defining and non-defining clauses • Define and correctly use cleft sentences • Criticise past actions and express regret using the modal perfect • Actively use vocabulary of the following word fields: <ol style="list-style-type: none"> I. Presentations / International presentations II. Marketing III. Ethics / Ethical international business IV. Finance V. Strategy VI. Online business VII. New business VIII. Project management / Managing an international team <p>Grammar and vocabulary at B2.2 level. Grammar taught is functional, i.e. related to functions and skills taught.</p> <p>Comprehension After successful completion of the module the students are able to:</p> <ul style="list-style-type: none"> • Understand listening texts featuring customer relationship management, trust and corporate responsibility, sustainable banking, strategy, goals and values, developments in online business, advice for start-ups and issues in project management • Comprehend authentic reading texts from business sources with content relating to networking strategies, consumer spending, entrepreneurship and fine-tuning a project schedule <p>Application After successful completion of the module the students are able to:</p> <ul style="list-style-type: none"> • Use the language of networking, marketing, finance, strategy and project management • Present to an international audience • Deal with and manage difficult questions 					

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1.0	kema		

	<ul style="list-style-type: none"> • Participate actively in meetings, negotiations and teleconferences • Devise and apply strategies • Plan and manage a project meeting • Write a report, summary and press release, as well as business letters and business e-mails using semi-formal and formal English
3	<p>Component content:</p> <ul style="list-style-type: none"> • Presentations • Marketing • Ethics • Finance • Strategy • Online business • New business • Project Management • Working across cultures: international presentations, ethical international business, socialising, and managing an international team
4	<p>Teaching methods</p> <ul style="list-style-type: none"> • Taught classes based on communicative group activities integrating all four skills (reading, writing, speaking and listening) • Monolingual, task-based, natural approach focusing on communication • Blended learning: guided online modules to be completed as self-study
5	<p>Prerequisites</p> <p>a) Successful completion of a level 7 course with grade 2.0 OR b) Passing the placement test for level 8</p>
6	<p>Methods of assessment</p> <p>Written examination (50%) and practical work, e.g. presentations, projects, written assignments, and online work (50%)</p>
7	<p>Applicability of module</p>

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8	<p>Person responsible for module/ lecturer</p> <p>Mr Andrew McDouall</p>
9	<p>Reading list (Core texts and recommended texts)</p> <p>Course Book: (units 1, 4, 6, 7, 9, 10,11,12 and Working across Cultures): Dubicka, I. O'Keefe, M. (2016). <i>Advanced Market Leader 3rd Edition Extra: Business English Course Book</i>. Pearson Education Limited</p>

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