

Business English III

Objectives:

General:

1. To communicate orally, using grammatical, discursive, sociolinguistic and strategic competences, in interactional situations in English.
2. To communicate in writing, using grammatical, discursive, sociolinguistic and strategic competences, in interactional situations in English.

Specific:

1. Understand extended speech even when it is not clearly structured and when relationships are only implied and not signaled explicitly.
2. Understand long and complex factual, appreciating distinctions of style.
3. Understand specialised articles and longer technical instructions, especially those related to the main subject matters of the course.
4. Express oneself fluently and spontaneously without much obvious searching for expressions.
5. Use language flexibly and effectively for social and professional purposes.
6. Formulate ideas and opinions with precision and relate skilfully to those of other speakers.
7. Present clear, detailed descriptions of complex subjects integrating sub-themes, developing particular points and rounding off with an appropriate conclusion.
8. Express oneself in clear, well-structured text, expressing points of view at some length.
9. Write about complex subjects in a letter, an essay or a report in a style appropriate to the reader in mind, underlining the salient issues.

Contents:

1. THE LANGUAGE OF BUSINESS

- 1.1 Communicating with others
- 1.2 Meetings
- 1.3 Language functions
- 1.4 Brainstorming meetings
- 1.5 Group work activity

2. STRESS ON THE JOB

- 2.1 10 tough jobs
- 2.2 How vulnerable are you to stress?
- 2.3 Civilized stress
- 2.4 Problems at work
- 2.5 Health and fitness

3. RISK AND SUCCESS

- 3.1 Setting up a new business
- 3.2 Risk
- 3.3 Changing failure into success
- 3.4 Global brands
- 3.5 Success stories

Methods:

Communicative classroom activities, including role-plays, simulations and pair and group work.

Exposure to and exploration of authentic written and spoken materials.

Use of multimedia teaching/learning tools.

Assessment:

I Continuous Assessment.

Percentages:

Mini-test 1: 20%

Mini-test 2: 20%

Mini-test 3: 20%

Writing 1: 10%

Writing 2: 10%

Writing 3: 10%

Class participation: 10%

II Final Assessment

Written exam.

Written exam.

References:

Biber, Douglas et al. Longman Grammar of Spoken and Written English. 1999. Harlow: Longman.

Collins Cobuild English Dictionary for Advanced Learners. 2001 (3rd edition). Glasgow: HarperCollins

Kenny, N & Sunderland, P. CAE Practice Tests (with answers). 2001. Harlow: Longman

Longman Business English Dictionary. 2000. Harlow: Pearson Education Ltd.

Longman Dictionary of Contemporary English. 2003 (3rd ed.). Harlow: Pearson Education Ltd.

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Oxford Dictionary of Business English for Learners of English. 1993. Oxford: OUP.

Roget's Thesaurus of English Words and Phrases. 1998 (4th ed.). London: Penguin Books Lt.