



Business English	
Course number	3107 (summer term) (Business Administration) 2051 (winter term) (Business Administration and Law)
Remarks	Not open to students who take 2064 Legal Terminology. Not open to English native speakers; not open to students enrolled at a university in an English-speaking country (e.g. US, UK, Australia).
Lecturer	Prof. Dr. Link, Ms Wagner, Ms Feller, Ms Kroth, Ms Erbacher
ECTS	5
Number of semester hours	4
Type	Compulsory Module
Duration	1 Term
Prerequisites	At least 7 years of English at school level corresponding to B2 level with the aim of attaining C1 after successful completion of the course
Conditions for admission to the examination	Oral exam/presentation
Type of exam	Written Exam (120 min)
Objectives	<p>Students are capable of expressing themselves fluently and correctly in English both in speaking and writing (CEFR level B2+/C1).</p> <p>They are able to identify and name relevant business terms and vocabulary in English.</p> <p>Students are capable of pointing out current economic and business trends in adequate English.</p> <p>They are enabled to prepare and to distinguish among various types of business correspondence ranging from business letters/e-mails to summaries.</p> <p>Students are enabled to internationally apply the English language in a specialised and professional context.</p> <p>Training the basic competences of reading, listening, speaking and writing, they are able to interpret business- and economy-related facts and data from selected business areas (marketing, finance, management, HR, customer service, digitalisation etc.) and current business-press articles.</p> <p>For their oral presentation on a business-related matter, students are capable of working together in a team with other students within a certain time frame.</p> <p>They are enabled to engage in classroom discussions as well as simulations of typical business situations such as participating in a meeting or a negotiation, delivering a presentation, conducting telephone conversations by demonstrating a good operational command of English.</p> <p>Students are able to effectively interact with other students in English more confidently.</p>



	They are capable of following English-taught courses and are prepared for academic studies and/or international business dealings in their future professional life.
Content	<p>Consolidation of the for basic language skills (listening, reading comprehension, speaking and writing) in a business context emphasizing the comprehension and application of English business texts, assorted extracts from specialist press articles and management sources for developing and advancing study-course related technical vocabulary.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Preparing selected types of business correspondence • Preparing reports, blog posts, and summaries • Delivering oral presentations on a business-related topic, preparing phone calls, videoconferences and active contribution to meetings and negotiations in English • Market Research/International Marketing & Advertising • Finance & Banking • Sales & Purchasing • HR • Global Mobility • Alliances • Environment & Sustainability • Digital Collaboration (applying various tools)
International applicability	Students are capable of adequately applying the acquired language proficiency in an international specialised academic or professional environment and of recognising intercultural issues
Bibliography	<p><u>Study course programme:</u></p> <p>Course book Business Partner B2+, Pearson (2019) with access to www.myenglishlab.com Online course SPEEX C1.1 as well as selected current digital materials.</p> <p>Recommended reading/course script: Besides SPEEX, there will be further relevant materials uploaded to the university's e-learning platform (Moodle). https://moodle.th-ab.de/</p> <p>More recommended literature (see course reserve Business English Prof.Dr. Angress / Prof. Dr. Link in the university library)</p>
Forms of instruction	<ul style="list-style-type: none"> • Lecture • Practice • Teamwork/ Simulation game/ Task-based learning • Self studies
Workload	<ul style="list-style-type: none"> • workload 150h • contact time 60h • self-study 90h
Language of instruction	English
Availability	<p>Business Administration: Every summer term</p> <p>Business Administration and Law: Every winter term</p>
Further applicability	Prepares for Cambridge BEC Higher or study or internship abroad and further academic studies in English