

Syllabus  
**LAN 1601/BWI 10015 Business English**  
Rafael Correa  
Winter Semester 2024/25

<b>Level</b>	Bachelor	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	2	
<b>Workload</b>	90 hours	
<b>Prerequisites</b>	Students should have a good command of the English language (Level B2 or higher according to the CEFR for languages).	
<b>Time</b>	s. LSF	
<b>Room</b>	s. LSF	
<b>Start Date</b>	s. LSF	
<b>Lecturer(s)</b>	<b>Name</b>	Rafael Correa
	<b>Office</b>	T2.2.13
	<b>Virtual Office</b>	
	<b>Office Hours</b>	By prior arrangement
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## **Summary**

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.

## **Outline of the Course**

Company structures

Types of business organizations and entrepreneurship

Corporate culture

Management techniques

Corporate strategies

Marketing

Advertising

Outsourcing

Describing graphs and trends

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes
After completion of the program the students will be able...	After completion of the course the students will be able...
<b>1 Expert Knowledge</b>	
1.3 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to discuss key topics relating to business administration in the English language. They have developed vocabulary relating to marketing, management techniques and strategies.
1.4 ...to demonstrate their distinguished and sound competencies in Economics.	... to discuss issues relating to the business forms of private companies and sectors of the economy.
<b>2 Digital Skills</b>	
2.3 ...to effectively use digital technologies to interact, to collaborate and to communicate.	...to discuss, present and share information via digital learning platforms.
<b>3 Critical Thinking and Analytical Competence</b>	
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to analyse and discuss company case studies and then provide a critical assessment.
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to discuss business dilemmas and possible solutions.
<b>4 Ethical Awareness</b>	
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to examine CSR policies of companies and to take a close look at ethical dilemmas they face when recruiting suppliers and sourcing products.
<b>5 Communication and Collaboration Skills</b>	
5.1 ...to express complex issues effectively in writing.	...to use their written language skills related to different forms of business correspondence and analysis of case studies.
5.2 ...to demonstrate their oral communication skills in presentations.	...to take an active part in discussions and simulations as well as giving short presentations in English.
5.3 ...to work successfully in a team by performing practical tasks.	...to work in groups on presentations and discussions in English.
<b>6 Internationalization</b>	
6.2 ...to articulate themselves in a professional manner in international business.	...to participate in discussions on multinational companies.

### 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.

In this sense, the use of online translators or AI-based text generation tools for course tasks is in direct conflict with the course goals and will be heavily penalized.

### Literature and Course Materials

- Handouts from business journals and newspapers (the Economist, Financial Times etc.)
- Case Studies from the Internet (thetimes100)

## Assessment

Students will be given a grade for completion of written tasks. (20% of the grade.) There will also be a 60-minute written examination on business English (in the English language – 80% of the grade). 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, reports, graph description).

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.

**Schedule** (Tentative schedule; changes may be necessary)

**Group A (Mondays, 9:45 – 11:15) and Group B (Mondays, 11:30 – 13:00)**

No	Date	Content
1	7 <sup>th</sup> October	Sectors of employment and country comparisons. Company culture.
2	14 <sup>th</sup> October	Types of business organizations, business structures.
3	21 <sup>st</sup> October	Discussions on own work experience, business developments, the future of work.
4	28 <sup>th</sup> October	Mergers. Social English. Introduction to email writing.
5	4 <sup>th</sup> November	Email writing, management styles, leadership
6	11 <sup>th</sup> October	Nike SWOT analysis, Ikea case study.
7	18 <sup>th</sup> November	Telephoning.
8	25 <sup>th</sup> November	JD case study – the 4 Ps.
9	2 <sup>nd</sup> December	Voicemails and memo writing.
10	9 <sup>th</sup> December	ASOS case study – the product lifecycle, Ansoff's Matrix. Advertising, commercials and their impact. Brand development.
11	16 <sup>th</sup> December	Outsourcing. Introduction to graph descriptions.
12	8 <sup>th</sup> January <b>(Wednesday)</b>	Aldi case study. Entering new markets.
13	13 <sup>th</sup> January	Mock exam.
14	20 <sup>th</sup> January	Exam revision – internal correspondence, business texts, graphs.

### Group C (Wednesdays, 11:30 – 13:00)

No	Date	Content
1	9 <sup>th</sup> October	Sectors of employment and country comparisons. Company culture.
2	16 <sup>th</sup> October	Types of business organizations, business structures.
3	23 <sup>st</sup> October	Discussions on own work experience, business developments, the future of work.
4	30 <sup>th</sup> October	Mergers. Social English. Introduction to email writing.
5	6 <sup>th</sup> November	Email writing, management styles, leadership
6	13 <sup>th</sup> October	Nike SWOT analysis, Ikea case study.
7	20 <sup>th</sup> November	Telephoning.
8	27 <sup>th</sup> November	JD case study – the 4 Ps.
9	4 <sup>th</sup> December	Voicemails and memo writing.
10	11 <sup>th</sup> December	ASOS case study – the product lifecycle, Ansoff's Matrix. Advertising, commercials and their impact. Brand development.
11	18 <sup>th</sup> December	Outsourcing. Introduction to graph descriptions.
12	8 <sup>th</sup> January (Wednesday)	Aldi case study. Entering new markets.
13	15 <sup>th</sup> January	Mock exam.
14	22 <sup>nd</sup> January	Exam revision – internal correspondence, business texts, graphs.

### Academic Integrity and Student Responsibility

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.

The use of online translators or AI-based text generation tools for course tasks is in direct conflict with the course goals and will be heavily penalized.

### Code of Conduct for Students

[Link to the Code of Conduct for online Teaching](#)

In case of online teaching: Students must ensure that they have a microphone and video camera and a stable internet connection in order to participate on Alfaview.

### 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.

Please feel free to contact me at any time should you have any questions or problems regarding the course or the final examination.

### **Additional Information**

#### **Learning Objectives:**

By the end of the course students

- will be able to write emails, memos, reports 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

#### **Language:**

English