

Syllabus  
**LAN 1603/BWI 10177 Advanced 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
	<b>Phone</b>	07231 28-6471
	<b>Email</b>	rafael.correa@hs-pforzheim.de

## **Summary**

Our students will be expected to perform a wide variety of technical and business management functions in internationally operating companies. They will have to liaise within different business fields and forge links to foreign markets. Therefore, a very high level of English is required to enable them to communicate effectively.

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 cultural backgrounds and areas of operation.

## **Outline of the Course**

- Company structures
- Types of business organizations and entrepreneurship
- Corporate culture
- Mergers
- Change Management
- Presentation training
- Corporate strategies - corporate social responsibility
- Team working
- Taking part in meetings
- Describing 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 in Business Administration in the English language. They can apply their language skills to discuss topics in marketing, management, international business, controlling and strategies.
1.4 ...to demonstrate their distinguished and sound competencies in Economics.	... to discuss key topics in economics in the English language. They can apply their language skills to discuss issues in (international) economics.
<b>2 Digital Skills</b>	
2.3 ...to effectively use digital technologies to interact, to collaborate and to communicate.	...to use virtual communications applications such as Alfaview and are able to participate in group discussions and perform presentations remotely.
<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 examine case studies and business dilemmas dealing with strategic management, marketing and global business.
<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 ethical dilemmas for companies when recruiting suppliers and sourcing products. They can participate in discussions on Corporate Social Responsibility (on topics such as whitewashing, greenwashin, etc.)
<b>5 Communication and Collaboration Skills</b>	
5.1 ...to express complex issues effectively in writing.	...to present complex topics in Business and Management in appropriate written form.
5.2 ...to demonstrate their oral communication skills in presentations.	...to present complex topics in Business and Management in appropriate oral form in discussions, simulations and presentations.
5.3 ...to work successfully in a team by performing practical tasks.	...to make an active contribution to group discussions, simulations, presentations and case studies.
<b>6 Internationalization</b>	
6.1 ...to understand and explain business challenges in an international context.	...to examine business challenges relating to global enterprises and present their findings in a professional manner.
6.2 ...to articulate themselves in a professional manner in international business.	...to perform role plays relating to scenarios in international business.
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	...to perform presentations on the challenges of doing business internationally, focusing on cross-cultural business behaviour.

### 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.

## 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 their presentations and completion of written tasks. (30% of the grade.) There will also be a 60-minute written examination on business English (in the English language – 70% 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, 11:30 – 13:00) and Group B (Mondays, 15:30 – 17:00)

No	Date	Content
1	7 <sup>th</sup> October	Structure of companies, sectors of employment, company culture
2	14 <sup>th</sup> October	Text on corporations of the past and present, discussion on companies students have worked for during internships/apprenticeships.
3	21 <sup>st</sup> October	The future of the workplace. Presentation training. Distribution of presentation topics.
4	28 <sup>th</sup> October	Mergers. Management styles and success stories. CSR and greenwashing.
5	4 <sup>th</sup> November	Two student presentations. Press releases, writing in a positive style.
6	11 <sup>th</sup> November	Two student presentations. Meeting and greeting. Internal correspondence, email register, memo writing.
7	18 <sup>th</sup> November	Two student presentations External correspondence, offers and counter offers. Terms of payment and delivery.
8	25 <sup>th</sup> November	Two student presentations. External communication – complaints and apologies
9	2 <sup>nd</sup> December	Two student presentations. The language of meetings, writing minutes.
10	9 <sup>th</sup> December	Introduction to report writing. Report writing practice.

11	16 <sup>th</sup> December	Describing trends.
12	9 <sup>th</sup> January <b>(Thursday)</b>	Sales reports.
13	13 <sup>th</sup> January	Mock exam.
14	20 <sup>th</sup> January	Exam practice.

### Group C (Thursdays, 9:45 – 11:30)

No	Date	Content
1	10 <sup>th</sup> October	Structure of companies, sectors of employment, company culture
2	17 <sup>th</sup> October	Text on corporations of the past and present, discussion on companies students have worked for during internships/apprenticeships.
3	24 <sup>th</sup> October	The future of the workplace. Presentation training. Distribution of presentation topics.
4	31 <sup>st</sup> October	Mergers. Management styles and success stories. CSR and greenwashing.
5	7 <sup>th</sup> November	Two student presentations. Press releases, writing in a positive style.
6	14 <sup>th</sup> November	Two student presentations. Meeting and greeting. Internal correspondence, email register, memo writing.
7	21 <sup>st</sup> November	Two student presentations External correspondence, offers and counter offers. Terms of payment and delivery.
8	28 <sup>th</sup> November	Two student presentations. External communication – complaints and apologies
9	5 <sup>th</sup> December	Two student presentations. The language of meetings, writing minutes.
10	12 <sup>th</sup> December	Introduction to report writing. Report writing practice.
11	19 <sup>th</sup> December	Describing trends.
12	9 <sup>th</sup> January	Sales reports.
13	17 <sup>th</sup> January	Mock exam.
14	23 <sup>rd</sup> January	Exam practice.

### 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 group work load should be completed by ALL members of the group.

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, graph descriptions and reports 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
- will be able to present with confidence

### **Language:**

English