

Syllabus  
**LAN1601 Business English**  
Rafael Correa  
Summer Semester 2024

<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 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>	
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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.

### 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)

No	Date	Content
1	21 <sup>st</sup> March 2024	Sectors of employment and country comparisons. Company culture.
2	4 <sup>th</sup> April 2024	Types of business organizations, business structures.
3	4 <sup>th</sup> April 2024	Discussions on own work experience, business developments, the future of work.
4	11 <sup>th</sup> April 2024	Mergers. Social English. Introduction to email writing.
5	18 <sup>th</sup> April 2024	Email writing, management styles, leadership
6	25 <sup>th</sup> April 2024	Nike SWOT analysis, Ikea case study. Telephoning.
7	2 <sup>nd</sup> May 2024	Voicemails. JD case study – the 4 Ps. Memo writing.
8	16 <sup>th</sup> May 2024	ASOS case study – the product lifecycle, Ansoff's Matrix. Advertising, commercials and their impact. Brand development.
9	6 <sup>th</sup> June 2024	Outsourcing. Introduction to graph descriptions.
10	13 <sup>th</sup> June 2024	Aldi case study. Entering new markets.
11	20 <sup>th</sup> June 2024	Mock exam.
12	27 <sup>th</sup> June 2024	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 main goal of the course is to improve your proficiency in the use of English pertaining to technical subjects and situations. In this regard, participants are expected to assess their own language level throughout the semester and to proactively make

the necessary effort to improve as needed. Your lecturer will be regularly available to assist you on this by offering exercises and feedback.

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.

Please do not hesitate to contact the lecturers in case you have any questions regarding these conditions. You are also welcome to make suggestions on the course.

## **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**

Participants are expected to be proactive and take interest in their own development, for example by actively contributing to classroom discussions and other tasks. They should not wait for the lecturers to call on them to participate, but take initiative, making use of a safe and welcoming classroom environment. Language being a major component of this course, participants are encouraged to assess whether they feel like they need to improve on their English skills and to actively take the necessary measures in this regard (e.g. by asking for and submitting extra written tasks for correction). The lecturers are there to support and encourage them in this process.

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