

SYLLABI

Basic data of the subject			
Academic unit	Faculty of Management		
Subject	English I		
Level	Bachelor		
Course status	Mandatory		
Year of studies	I		
Semester	II		
Number of hours per week	2		
Value of credits - ECTS	3		
Time/ Location	USHAF		
Course lecturer	Anyla Shala		
Contact details	Anyla.Shala@ushaf.net		
Course description			
	In addition to sharpening their existing linguistic skills, this course also creates the opportunity for students to learn and discuss about intellectually engaging content, which enables them to advance their English skills and at the same time, develop their critical thinking. In order to familiarize students with terms and a career-specific vocabulary, the main book used in this course is “Market Leader Pre-Intermediate”.		
Course objectives			
	The main aim of this course is to help students advance their language skills, with special emphasis on oral communication, as well as to introduce them to the terminology which pertains to their field of study.		
Expected learning outcomes			
	<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • utilize the diverse techniques of oral communication in English • read and comprehend with some difficulty texts in English which contain basic terminology pertaining to the field of business and business management • write short essays about their personal experiences and other topics discussed throughout the semester • listen to and comprehend with some difficulty short conversations or lectures on various topics related to management 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory			
Internship			
Contacts with teacher / consultations			
Field exercises			
Midterm, seminars and projects.			
Homework	1	5	5
Studying (at the library or at home)			25
Final preparation for the exam	1	5	5

Time spent on evaluation (tests, quiz and final exam)	3	2	6
Projects and presentations	1	4	4
Total			75
Teaching methodology			
Teaching methodology	The communicative approach will be used during lectures as it is thought to be the most successful method to learn a foreign language. This approach allows students to develop and enhance their language skills in various ways, e.g., questions and answers, discussions, description of events, people etc., different requests, comparisons etc.		
Assessment methods	<ul style="list-style-type: none"> - Participation in classroom activities and homework: 10% - Midterm test: 30% - Final exam: 60% 		
Teaching tools	Whiteboard, speakers, laptop, markers, etc.		
Theory vs. practice ratio	70% - Practice work with exercises 30% - Theory		
Literature			
Basic literature	1. Market Leader Pre-Intermediate. Business English Course Book, Third Edition. David Cotton, David Falvey, Simon Kent. Pearson Education Limited, 2012.		
Additional literature	1. Market Leader Pre-Intermediate. Business English Practice File, Third Edition. John Rogers. Pearson Education 2012.		
Designed learning plan			
Week	Lecture		
Week one	Introduction to the course, discussion of the syllabus		
Week two	Unit 1: Careers Talk about your career plan; Listening: An interview with the Finance Director of a TV company; Reading: Facebook profile 'could damage job prospects' – Telegraph		
Week three	Unit 1: Careers (cont.) Career moves: Modals 1: ability, requests and offers; Skills: Telephoning: Making contact; Case study: YouJuice: Decide on the successful candidate for a job; Writing an e-mail.		
Week four	Unit 2: Companies Talk about companies; Reading: India: Tata's search for a new CEO – Financial Times; Is John Lewis the best company in Britain to work for? – Guardian; Listening: An interview with the CEO of a food company		
Week five	Unit 2: Companies (cont.) Describing companies; Present simple and present continuous; Presenting your company; Case Study: Dino Conti Ice Cream: Decide on the best way to invest in a company's future: Writing a proposal		
Week six	Unit 3: Selling Talk about shopping habits; Listening: An interview with the		

	Director of Marketing of a TV shopping channel; Reading: Women on top in new sales industry survey – web article; Language work: Making sales
Week seven	Unit 3: Selling (cont.) Language work: Modals 2: must, need to, have to, should; Negotiating: reaching agreement; Case study: A partnership agreement: Work on a proposed partnership between a jet charter company and a hotel group; Writing a letter
Week eight	Midterm test
Week nine	Unit 4: Great Ideas Discuss what makes a great idea; Listening: An interview with a researcher; Reading: Who needs translators? – web article; Sager cycling – web article; Going for gold – web article; Language work: Verb and noun combinations
Week ten	Unit 4: Great Ideas (cont.) Language work: Past simple and past continuous; Skills: Successful meetings; Case study: The new attraction: Decide on the best idea for a new attraction; Writing a report
Week eleven	Unit 5: Stress Discuss stressful situations and activities; Listening: An interview with the Director of Marketing at a health consultancy; Reading: Over half of business owners feeling increasingly stressed – web article
Week twelve	Unit 5: Stress (cont.) Language work: Stress in the workplace; Past simple and present perfect; Participating in discussions; Case study: Davies-Miller Advertising: Suggest ways of reducing stress amongst staff; Writing a report
Week thirteen	Unit 6: Entertaining Discuss corporate entertaining; Listening: An interview with the Chief Executive of a corporate entertainment company; Reading: Interview with three corporate entertainment experts; Language Work: Eating and drinking
Week fourteen	Unit 6: Entertaining (cont.) Language work: Multiword verbs; Skills: Socializing: greetings and small talk; Case study: Organizing a conference: Choose the location for a sales conference; Writing an e-mail
Week fifteen	Review of the covered material, preparation for final exam
Academic policies and rules of conduct	
Students must have the necessary materials and attend lectures regularly. They are also expected to participate in various discussions and activities during lectures.	