

SYLLABI

| Basic data of the subject | | | |
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| Academic unit | Faculty of Management | | |
| Subject | English III | | |
| Level | Bachelor | | |
| Course status | Mandatory | | |
| Year of studies | II | | |
| Semester | IV | | |
| 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 | | | |
| | <p>This course focuses on developing communicative competence in the field of Management, as well as the improvement of the vocabulary and language that is used in work-related scenarios. The basic literature used during lectures is the book “Market Leader Intermediate” and also several selected units from “Market Leader Upper Intermediate” which, in addition to having career-specific topics including trade, marketing, leadership, innovation, etc., also helps develop the four main language components: reading, listening, speaking and writing.</p> | | |
| Course objectives | | | |
| | <p>The main objective of this course is the practice of the English language in work-related situations and environments. The units that will be discussed during lectures aim to equip the students with language skills that are necessary not only in a professional environment, but also in casual, everyday situations.</p> | | |
| Expected learning outcomes | | | |
| | <p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • use the business vocabulary learned throughout the semester • understand the purpose, main ideas and some details of texts made up of three to five paragraphs • have conversations which are appropriate for a working environment and discuss various topics related to business and management • listen to and understand with little difficulty conversations in which business language is used | | |
| 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. | | | |

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| Homework | 2 | 5 | 10 |
| Studying (at the library or at home) | | | 20 |
| Final preparation for the exam | 1 | 5 | 5 |
| Time spent on evaluation (tests, quiz and final exam) | 2 | 2 | 4 |
| Projects and presentations | 1 | 6 | 6 |
| Total | | | 75 |
| 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, markers, speakers, laptop, etc. | | |
| Theory vs. practice ratio | | | |
| | 70% - Practical exercises 30% - Theory | | |
| Literature | | | |
| Basic literature | <ol style="list-style-type: none"> 1. Market Leader Intermediate Course Book, Third Edition. David Cotton, David Falvey, Simon Kent. Pearson Education Limited, 2010. 2. Market Leader Upper Intermediate Course Book, Third Edition. David Cotton, David Falvey, Simon Kent. Pearson Education Limited, 2011. | | |
| Additional literature | <ol style="list-style-type: none"> 1. Market Leader Intermediate. Business English Practice File by John Rogers. Pearson Education, Limited, 2010. | | |
| Designed learning plan | | | |
| Week | Lecture | | |
| Week one | Introduction to the course, discussion of the syllabus | | |
| Week two | Unit 8: Human Resources Talk about job interviews; Reading: Women at work – Thanh Nien News; Listening: An interview with an international recruitment specialist; Language work: Expressions for talking about job applications | | |
| Week three | Unit 8: Human Resources (cont.) Language work: -ing forms and infinitives; Skills: Getting information on the telephone; Case study: Fast Fitness: Find a new manager for a health club chain; Writing a letter | | |
| Week four | Unit 9: International Markets Discuss the development of international markets; Reading: Trade between China and the US – China Daily, Reuters; Listening: An interview with an expert on negotiating | | |
| Week five | Unit 9: International Markets (cont.) | | |

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| | Language work: Words and expressions for talking about free trade; Conditions; Skills: Negotiating; Case study: Pampas Leather Company: Negotiate a deal on leather goods; Writing an e-mail |
| Week six | Unit 10: Ethics Discuss questions of ethics at work; Reading: The ethics of resume writing – Business Week; Listening: An interview with the director of an environmental organization |
| Week seven | Unit 10: Ethics (cont.) Language work: Words to describe illegal activity or unethical behavior; Narrative tenses; Skills: Considering options; Case study: Principles or profit?: Debate some ethical dilemmas facing a drugs company; Writing a report |
| Week eight | Midterm test |
| Week nine | Unit 11: Leadership Discuss the qualities of good leadership; Listening: An interview with the managing director of an executive recruitment company; Reading: Leading L’Oreal – Financial Times |
| Week ten | Unit 11: Leadership (cont.) Language work: Words to describe character; Relative clauses; Skills: Presenting; Case study: Lina Sports: Decide on the best leader for a troubled sportswear manufacturer; Writing an e-mail |
| Week eleven | Unit 12: Competition Do a quiz on how competitive you are; Reading: Head-to-head competition – Financial Times; Listening: An interview with a manager from the Competition Commission |
| Week twelve | Unit 12: Competition (cont.) Language work: Idioms from sport to describe competition; Passives; Skills: Negotiating; Case study: Fashion House: Negotiate new contracts with suppliers; Writing an e-mail |
| Week thirteen | (From Market Leader Upper Intermediate) Unit 1: Communication Talk about what makes a good communicator; Listening: An interview with an expert on communication; Reading: A quiet word beats sending e-mail – Financial Times |
| Week fourteen | (From Market Leader Upper Intermediate) Unit 3: Building Relationships Talk about building relationships; Listening: An interview with the Head of Global Corporate Responsibility of a major company; Reading: How East is meeting West – Business Week; Language work: Describing relations; Skills: Networking |
| Week fifteen | Review of the covered material, preparation for the 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. | |