

<b>Basic data of the subject</b>	
<b>Academic unit</b>	<b>Faculty of Management</b>
<b>Program</b>	<b>Business Management and Entrepreneurship</b>
<b>Subject</b>	<b>English II</b>
<b>Level</b>	<b>Bachelor</b>
<b>Course status</b>	<b>Obligatory</b>
<b>Year of studies</b>	<b>II</b>
<b>Semester</b>	<b>III</b>
<b>Number of hours per week</b>	<b>2</b>
<b>Value of credits - ECTS</b>	<b>3</b>
<b>Time/ Location</b>	<b>UASF</b>
<b>Course lecturer</b>	
<b>Contact details</b>	
<b>Course description</b>	
	The course focuses on further enhancing listening, reading and communication in English. Students will have the opportunity to learn and explore the different processes and strategies for acquiring these language skills. Each of these areas complements and develops thinking and learning skills through the topics Reading: Outsourcing production - Financial Times, Flexibility in the workplace, Listening: An interview with the partner of a management consultancy, The importance of cultural awareness in business, The most important qualities for getting a job, Old fashioned quality, Bossiness Ethics, Profile of the leading Chief Executive, Students will learn and practice a language which is used in work environments and is especially suitable for managerial positions.
<b>Course objectives</b>	
	The main purpose of this course is the improvement of reading, listening and speaking skills in English, which can then be practiced in situations and work environments.
<b>Expected learning outcomes</b>	
	Upon completion of the module the student will: <ul style="list-style-type: none"> <li>• gain knowledge of English - with an emphasis on business,</li> <li>• uses basic terms from the field of business in English,</li> <li>• understand the purpose and main ideas in texts consisting of two or three paragraphs</li> <li>• develop essential communication skills in English, especially in situations and work environments</li> </ul>

	• have listening skills including listening to certain information and keeping notes,
<b>Contribution to the student load (which must correspond with learning outcomes)</b>	
<b>Activity</b>	<b>Hours</b> <b>Days/Weeks</b> <b>Total</b>
Lectures	2                      15                      30
Theoretical exercises / laboratory	
Internship	
Contacts with teacher / consultations	1                      5                      5
Field exercises	
Midterm, seminars and projects.	
Homework	1                      5                      5
Studying (at the library or at home)	
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
<b>Total</b>	
	<b>75</b>
<b>Teaching methodology</b>	The method that will be used during the lectures is the communicative one, as it is thought to be the most successful method of learning foreign languages. This approach enables students to develop their language skills in several forms, e.g. with questions and answers, discussions among themselves, or by making various descriptions, comparisons and requests.
<b>Assessment methods</b>	There will be two tests with 40 points each, or the student has the right to sit the final exam which has 80 points (written/oral exam), the test contains open ended questions and multiple choice questions The student passes the exam if he / she reaches at least 50 points from all evaluation criteria. 20 points - activity and attendance 80 points - from two written tests or the final exam
<b>Teaching tools</b>	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.
<b>Theory vs. practice ratio</b>	70% - Theory 30% - Exercises
<b>Literature</b>	

<b>Basic literature</b>	<ol style="list-style-type: none"> <li>1. Pre-intermediate Market Leader: Business English Course Book by David Cotton, David Falvey, Simon Kent. Pearson Education, Limited, 2013.</li> <li>2. New Market Leader: Intermediate English Business Course Book by David Cotton, David Falvey, Simon Kent. Pearson Education, Limited, 2005.</li> </ol>
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Pre-Intermediate Market Leader: Business English Practice File by John Rogers. Pearson Education, Limited, 2013.</li> </ol>
<b>Designed learning plan</b>	
<b>Week</b>	<b>Lecture</b>
<b>Week one</b>	Introduction to the course, discussion of the syllabus and the necessary materials
<b>Week two</b>	<b>Unit 1: Brands</b> Talk about your favorite brands; Reading: Outsourcing production – Financial Times; Listening: An interview with a brand consultant; Words that go with brand and product
<b>Week three</b>	<b>Unit 2: Travel</b> Talk about your travel experiences; Reading: Air rage – Guardian; Listening: A business traveler’s priorities; Making arrangements on the telephone
<b>Week four</b>	<b>Unit 3: Organization</b> Reading: Flexibility in the workplace – Fast Company; Listening: An interview with the partner of a management consultancy; Noun combinations; Socializing: introductions and networking
<b>Week five</b>	<b>Unit 4: Change</b> Attitudes to change in general and at work; Rank stressful situations; Reading: Change in retailing – Financial Times; Listening: An interview with a business transformation director; Words for describing change; Taking part in meetings
<b>Week six</b>	<b>Unit 5: Money</b> Attitudes to money; Reading: Two financial reports – Financial Times; Listening: An interview with the founder of a finance firm; Describing trends
<b>Week seven</b>	<b>Unit 6: Advertising</b> Good and bad advertising practices; Reading: Successful – Guardian; Listening: An interview with the head of planning at an advertising company; Words and expressions for talking about advertising
<b>Week eight</b>	Testi i pare,

<b>Week nine</b>	<b>Unit 7: Cultures</b> The importance of cultural awareness in business; Reading: Advice for doing business across cultures; Listening: An interview with a trainer in cultural awareness; Idioms for talking about business relationships; Social English
<b>Week ten</b>	<b>Revision Unit A</b> <b>Unit 8: Employment</b> The most important qualities for getting a job; Reading: Retaining good staff – Financial Times; Listening: An interview with an executive search consultant; Indirect questions and statements; Managing meetings
<b>Week eleven</b>	<b>Unit 9: Trade</b> Discuss ideas about Globalization; Reading: Fair trade – Guardian; Listening: An interview with the expert of negotiation; Words for talking about international trade
<b>Week twelve</b>	<b>Unit 10: Quality</b> Discuss ideas about quality; Reading: Old fashioned quality – Financial Times; Listening: An interview with the senior vice President of prestigious hotels; Words for talking about quality control and customer services
<b>Week thirteen</b>	<b>Unit 11: Ethics</b> Discuss question of ethic of works; Reading: Bossiness Ethics –Financial Times; Listening: An interview with a bank executive; Words to do with honesty or dishonesty
<b>Week fourteen</b>	<b>Unit 12: Leadership</b> Discuss the qualities of good leadership; Reading: Profile of the leading Chief Executive – Financial Times; Listening: An interview with an expert on leadership training; Words to describe character
<b>Week fifteen</b>	Review of the covered material, preparation for the final exam, Testi i dyte,
<b>Academic policies and rules of conduct</b>	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	