

## SYLLABI

Basic data of the subject				
Academic unit:		Faculty of Management		
Program:		Business Management and Entrepreneurship		
Course title:		English language II		
Level:		Bachelor		
Subject status:		Obligatory		
Year of studies:		II		
Semester:		III		
Number of hours per week:		2		
Credit value – ECTS:		3		
Time / location:		UASF		
Subject professor:				
Contact details:				
Course Description		The course “English Language II” focuses on further strengthening listening, reading and communication in English. Students will have the opportunity to learn and examine the different processes and strategies for acquiring these language skills. Each of these areas complements and develops thinking and learning skills. The main literature that will be used during the lectures is “Intermediate Market Leader” through which students will learn and practice a language that is used in working environments and is especially suitable for managerial positions.		
Purpose of the course		The main goal of this course is to strengthen reading, listening and speaking in English, skills which can then be practiced in work situations and environments.		
Expected learning outcomes		After completing this course, students will: 1. acquire knowledge of English – with an emphasis on business; (ECTS 0.5), 2. use basic business terms in English; (ECTS 0.5), 3. understand the purpose and main ideas in texts consisting of two or three paragraphs; (ECTS 0.5), 4. develop essential communication skills in English, particularly in work situations and environments’(ECTS 1), 5. have listening skills including listening for specific information and taking notes. (ECTS 0.5).		
Contribution to the student workload (which should correspond to the student's learning outcomes)				
Activity		Hours	Days/week	Total
Lectures		2	15	30
Theoretical exercises/tasks				
Practical work				
Contacts with teachers – consultations		1	5	5
Preparation for project assignments				
Course project - Test (planning +		1	2	2

<b>implementation)</b>				
<b>Homework</b>		1	5	5
<b>Student's own study time (in the library or at home)</b>				20
<b>Final exam preparation</b>		1	5	5
<b>Time spent on assessment (tests, final exam)</b>		1	3	3
<b>Projects, presentations, etc.</b>		1	5	5
<b>Total</b>				<b>75</b>
<b>Teaching methodology and learning methodology</b>		<p>The course lasts 15 weeks and is conducted through lectures and individual and group exercises.</p> <p>Student engagement in learning is a key element in achieving learning outcomes, therefore students are encouraged to participate regularly and actively in lectures and in the various activities that take place during them. Lectures, exercises through questions and answers, group discussions and pair work.</p>		
<b>Assessment methods and passing criteria</b>		<p><b>The Assessment method</b> – is based on three activities – on which the final grade will be built (there may be more activities decided by the course professor):</p> <ul style="list-style-type: none"> <li>• In-class activity and homework.....max 10 points</li> <li>• Mid-term test.....max 30 points</li> <li>• Final exam.....max 60 points</li> </ul> <p><b>Passing criteria</b> related to the activities foreseen by the assessment method:</p> <p><b>1. Activity and home work – is assessed with 10 points (%) out of 100 points (%) possible:</b>  Activity in the lesson includes the student's engagement and active participation in discussions on various topics that take place during the lectures.  Homework is assigned at the end of each lecture and then discussed at the beginning of the next lecture. For each completed homework assignment, the student earns points which are ultimately calculated with the other points accumulated through other forms of assessment.</p> <p><b>2. Mid-term test - is assessed with 30 points out of 100 points (%) possible,</b>  A mid-term test is expected - depending on the circumstances - to be held in week 8, and the student is assessed through a form that is filled out individually by each student. The form may contain:</p> <ul style="list-style-type: none"> <li>▪ objective or subjective questions through which the student's learning outcomes are measured.</li> <li>▪ Objective questions are of the following types: 1) multiple choice; 2) completion, and 3) matching.</li> <li>▪ Subjective questions are of the type of an essay through which the student's skills of expressing and articulating thoughts in English are assessed.</li> </ul>		

	<p><b>3. The final exam test is evaluated with 60 points (%) out of 100 points (%) possible,</b> The student will take the final exam test after the completion of the course lectures and is organized within the exam deadlines determined by the University Senate. The purpose of the exam is to assess the student's knowledge, skills, abilities and competencies, related to the learning outcomes foreseen for the subject material taught.</p> <p>The exam test (question form) must be completed individually by the student and contains objective or subjective questions through which the student's learning outcomes are measured.</p> <ul style="list-style-type: none"><li>▪ Objective questions are of the following types: 1) multiple choice; 2) completion, and 3) matching.....30 points (%).</li><li>▪ Subjective questions are of the type of an essay through which the student's skills of expressing and articulating thoughts in English are assessed.....30 points (%),</li></ul> <p>The student passes the exam if he/she <b>collects 50 points (%)</b> from all activities foreseen by the assessment method,</p> <p><b>Grades at UASF:</b></p> <table><tr><th>Grade</th><th>ECTS/Grade</th><th>Points/Percent (%)</th><th>The definition</th></tr><tr><td>10</td><td>A</td><td>90 - 100</td><td>Excellent</td></tr><tr><td>9</td><td>B</td><td>80 - 89</td><td>Excellent</td></tr><tr><td>8</td><td>C</td><td>70 - 79</td><td>Very good</td></tr><tr><td>7</td><td>D</td><td>60 - 69</td><td>Good</td></tr><tr><td>6</td><td>E</td><td>50 - 59</td><td>Sufficient</td></tr><tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr></table>	Grade	ECTS/Grade	Points/Percent (%)	The definition	10	A	90 - 100	Excellent	9	B	80 - 89	Excellent	8	C	70 - 79	Very good	7	D	60 - 69	Good	6	E	50 - 59	Sufficient	5	FX/F	0 - 49	Insufficient
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<b>Concretization tools – IT</b>	Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.																												
<b>The ratio between the theoretical and practical part of the study</b>	<p>Theory: 30%; Practice, with exercises: 70%</p> <p>Of the total 75 hours foreseen for the course, the division is made according to the ratio of 30% with a focus on theory and 70% on exercises/practical tasks.</p> <ul style="list-style-type: none"><li>▪ 22.5 hours are dedicated to practical exercises, including the acquisition of basic concepts, methodologies and standards foreseen in the course module.</li><li>▪ 52.5 hours are focused on exercises/practical tasks, analysis of concrete cases, group work and development of simulation projects.</li></ul> <p>The division of 3 ECTS according to the ratio of 70%-30%</p> <ul style="list-style-type: none"><li>▪ □ 1 ECTS - dedicated to the theoretical part,</li><li>▪ □ 2 ECTS - dedicated to the exercises/practical tasks,</li></ul> <p>This division reflects the balance between the acquisition of basic concepts</p>																												

	and their application through practical activities
<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>	1. Pre-Intermediate Market Leader: Business English Practice File by John Rogers. Pearson Education, Limited, 2013.
<b><u>Additional information</u></b>	
<b>Designed lesson plan:</b>	
<b>Week</b>	<b>The lecture that will be held</b>
<b>First week</b>	Introduction to the course, discussion of the syllabus and the necessary materials
<b>Second week</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 Rezultati i pritur nr. 1. 2
<b>Third week</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 Rezultati i pritur nr. 1. 2
<b>Fourth week</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 Rezultati i pritur nr. 1. 2, 3
<b>Fifth week</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 Rezultati i pritur nr. 1. 2, 3
<b>Sixth week</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 Rezultati i pritur nr. 1. 2, 3
<b>Seventh week</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 Rezultati i pritur nr. 1. 2, 3, 4
<b>Eighth week</b>	Testi gjysmësemestral
<b>Ninth week</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 Rezultati i pritur nr. 1. 2, 3, 4
<b>Tenth week</b>	<b>Revision Unit A 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 Rezultati i pritur nr. 1. 2, 3, 4, 5
<b>Eleventh week</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 Rezultati i pritur nr. 1. 2, 3, 4, 5
<b>Twelfth week</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 Rezultati i pritur nr. 1. 2, 3, 4, 5
<b>Thirteenth week</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 Rezultati i pritur nr. 1. 2, 3, 4, 5
<b>Fourteenth week</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 Rezultati i pritur nr. 1. 2, 3, 4, 5
<b>Fifteenth week</b>	Review of the covered material, preparation for the final exam
<b>Academic policies and rules of conduct</b>	
The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to	

verify his/her work. This can be done through: repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.