# Advanced Business English

## Prof. Caterina Pavesi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to develop students' language skills in English for arts and entertainment management. During the course, particular emphasis will be placed on the analysis and writing of written and oral genres of Business English relevant for Arts and Events Management, using authentic materials. The goal is to provide students with the theoretical and linguistic tools needed in the main professional activities related to the organisation and management of cultural events and activities.

*Intended learning outcomes*

At the end of the course, students will be able to use the language learnt to create and present professional level documentation in the Arts and Events Management field, with particular reference to press releases, project presentations and reports.

***COURSE CONTENT***

The course includes the presentation, analysis and elaboration of texts representing the main written and oral genres of the managerial field, and the consolidation of expressive abilities through simulations, listening to audio/video materials, role-playing etc.

***READING LIST***

Materials on *Blackboard* (compulsory).

Supplementary texts for further reading:

K. Baade-C. Holloway-J. Scrivener-R. Turner, *Business Result Advanced, Student’s Book with DVD*, Oxford University Press, 2012.

B. Tomalin, *Key Business Skills: B1-C1 (Collins Business Skills and Communication),* Harper Collins, 2012.

P. Emmerson, *Business Grammar Builder (with CD),* Intermediate to Upper-intermediate (B1-B2), Macmillan, 2010.

***TEACHING METHOD***

Lectures, practical tutorials, project work using the *Blackboard platform.*

***ASSESSMENT METHOD AND CRITERIA***

During the course students will write a series of written and oral textual genres in English according to the models discussed in class, proposed on Blackboard and in the reference texts indicated in the reading list. These texts will constitute a portfolio to be uploaded on Blackboard at least ten days before the exam session in which the exam will be taken; it will form part (50%) of the assessment.

The exam, conducted exclusively in English, will involve an interview in which students' advanced linguistic skills will be ascertained through the oral presentation of the papers prepared by each student and the materials proposed during the course (50%).

There is no interim test.

Non-attending students will follow a programme similar to that of attending students, but will be asked to write some additional texts.

***NOTES AND PREREQUISITES***

*Prerequisites*

The course is aimed at students with B2-C skills. If you need to consolidate your skills, please contact the lecturer to agree on an appropriate catch-up programme.

All students must register on the Blackboard page of the course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.