# English for Business and finance – Second level

## Prof. Francesca Seracini

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

The course aims to enable students to develop the language competences necessary to communicate effectively in the workplace in English both in oral and written form.

At the end of the course the students are expected to be able to conduct negotiations, organise, chair and attend meetings and deliver presentations in English. The students will also acquire an awareness of the communicative strategies, structure, linguistic features, terminology characterising English texts in the area of business and finance. At the end of the course, the students are also expected to have acquired effective personal branding strategies.

*Transferable skills*

The students are expected to advance their communication skills and their ability to build professional relationships in their field.

***COURSE PROGRAMME***

* Negotiations: opening/concluding a negotiation, making proposals, counter-proposals, conditional offers, dealing with conflict, bargaining, checking understanding, signalling, listening actively;
* Meetings: asking for and giving opinions, agreeing and disagreeing, rephrasing, dealing with interruptions and digressions, using politeness strategies;
* Presentations: opening and closing, structure, visual aids, use of stress and emphasis;
* Press releases: communicative purpose, structure, linguistic features;
* Personal branding: writing a personal profile, preparing for a job interview;
* Key terminology of banking and finance.

***READING LIST[[1]](#footnote-1)***

MacKenzie I. 2008. *English for the Financial Sector.* Cambridge. Cambridge University Press. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/mackanzie-ian/english-for-the-financialsector-students-book-9780521547253-246160.html)

Additional texts and materials will be communicated in class and through Blackboard.

***TEACHING METHOD***

Interactive lectures, groupwork, task-based learning. Students are expected to take an active role in class.

***ASSESSMENT METHOD AND CRITERIA***

Sudents may choose between two alternative assessment methods:

1. A written assignment to be submitted by a set deadline during the course (worth 25% of the final mark). A written exam (25% of the final mark) delivered on Blackboard at the end of the course, which will concentrate mainly on the lexical content of the course. A final oral exam (50% of the final mark) assessing the students’ skills in structuring and delivering a presentation.
2. A written assignment to be submitted prior to the exam date (instructions and deadlines will be notified via Blackboard) (worth 25% of the final mark). A final oral exam (75% of the final mark) assessing the following: the students’ knowledge of the contents of the course and of the texts in the reading list; the students’ skills in structuring and delivering a presentation.

Class participation will also be considered. The evaluation will be based on: 1) knowledge of course contents and reading list, 2) language accuracy and fluency, 3) appropriate use of terminology and functional language, 4) awareness and correct use of the linguistic elements, style and register characterising specialised texts, 5) written and oral communication skills.

***NOTES AND PREREQUISITES***

During the semester Prof. Seracini’s office hours will take place on a weekly basis upon appointment.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)