# Advanced English TOEFL

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

The course aims to introduce students to English as it is used in a range of business environments and marketing texts. Students will not only become familiar with English business terminology but they will also learn to recognise and use the specific linguistic features of colloquial business English. In the course of their studies, students will work on perfecting their language skills in the four skills areas of reading, comprehension, and speaking. In particular, students will work on their oral presentation skills and use of English in a proper context. The course is designed to equip students with some of the practical skills that will be useful to them when they go on to practice business or otherwise work in the marketing sector.

Expected Learning Outcomes:

At the end of the course, students are expected to be able to:

– discuss the content of the course and any prescribed reading material;

– demonstrate a knowledge of and ability to utilise business English terminology in distinct business contexts (meetings, negotiations, etc.);

– demonstrate an understanding of and an ability to utilise the linguistic features of business English in a range of business/marketing contexts;

– demonstrate an understanding of and an ability to discuss the structure and content of a business article in a range of business areas;

– demonstrate an ability to independently proofread and produce a range of business English texts including (but not limited to) a business letter, a letter or email of complaint and a statement of a response to a claim;

– demonstrate their ability to understand videos, note-taking and summary writing of video context.

***COURSE CONTENT***

The course will seek to develop students’ business English skills and knowledge across the following areas:

– Use of English

– Formal and informal register

– Written English

– Intercultural communication skills

– Preparing international meetings

– Presenting across cultures

– Negotiating across cultures

– Managing conflict

– Working in an international team

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

Compulsory textbook (for attending and non-attending students):

*Communicating Across Cultures*, Bob Dignen Cambridge Professional English (Cambridge Business skills). *[Acquista da VP](https://librerie.unicatt.it/scheda-libro/dignen-bob/communicating-across-cultures-9780521181983-557012.html)*

Booklet with extra materials created by the course professor.

Additional material (comprising compulsory and optional readings and exercises) will be made available by the lecturer in blackboard over the course of the academic year.

***TEACHING METHOD***

Interactive lectures, in-class individual and group work and, subject to COVID-19 restrictions, presentations and/or negotiations. Students are expected to take an active role in class and will be required to prepare material outside of class time for in-class work and presentations.

***ASSESSMENT METHOD AND CRITERIA***

The assessment consists of an oral exam, which is obligatory for both attending and non-attending students.

Students will be assessed on their knowledge of the course content, their use of appropriate English lexis and on their effective communciation skills.

In addition, attending students with a minimum attendance rate of 70% can receive up to 30% of their overall mark based on their performance on in-class assignments.

***NOTES AND PREREQUISITES***

Students are expected to have a B2 level (CEFR) of English.

The course in taught in English and students must enrol in the course on Blackboard where the course materials are uploaded.

This is a course in English for a Specific Purpose and as such attendance is highly recommended.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

*Place and time of consultation hours*

The lecturer is available in the classroom before and after classes. It is also possible to arrange a meeting via email.

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