# English Language (Business English II)

## Professors Laura Anelli-Simona Anselmi

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

The course aims to develop reading and oral comprehension skills in the economic sector by widening grammar competences and sectorial vocabulary. It also aims to improve written and oral production by drawing short specialised texts and by developing language functions to be used in several professional settings.

At the end of the course the students will be able to:

* Use appropriate strategies to comprehend and examine authentic texts, including specialised articles and audiovisual material dealing with economic and financial matters.
* Produce short specialised texts (e.g. *e-mails, letters, reports, minutes*) using appropriate register and the generic conventions of various text types.
* Interact in professional contexts by taking an active part in discussions, negotiations and meetings and developing problem-solving skills.

***COURSE CONTENT***

The typical lexical, grammatical, textual and discourse features of Business English will be investigated by examining economic texts dealing with the following themes:

* Marketing and CRM
* Corporate Social Responsibility
* Sustainable banking and investment opportunities
* Consultants
* Business strategy
* Online business
* Start-ups and growth opportunities for new businesses
* Project management

***READING LIST***

Dubicka & M. O’Keeffe, *Market Leader coursebook*, *Advanced*, 3rd Edition Extra, Longman Pearson, ISBN 9781292135274

Also available in digital format with online exercise platform:

*Market Leader coursebook with MyEnglishLab, Advanced*, 3rd Edition Extra, Longman Pearson, ISBN 9781292135274.

The units studied during the course are 4, 6, 7, 8, 9, 10, 11, 12.

*Further reading materials:*

Rogers J., *Advanced* *Market Leader Practice File with Audio CD* 3rd Edition, Longman Pearson, ISBN 9781408237045.

Emmerson P., *Business Grammar Builder, 2nd edition*, Macmillan, ISBN 9780230732544.

***TEACHING METHOD***

The course will be taught through the communicative method, mixing listening, reading comprehension, speaking and writing activities.

***ASSESSMENT METHOD AND CRITERIA***

The exam has a written and an oral part.

***Written exam:***

It consists of 2 sections:

- the first one is made up of two listening tasks (T/F questions; sentence and/or table completion) and is awarded a maximum score of 15/60; it lasts about 15 minutes.

- the second one is made up of 5 reading comprehension and written production exercises (gap-filling, rephrasing, writing task following specific formats and/or assignments, multiple choice questions) and awards a maximum score of 45/60; it lasts 60 minutes.

Only students with a score higher than 36/60 are admitted to the oral exam.

***Oral exam:***

Discussion of the topics dealt with in the book, answering the examiner’s questions; this part will add (or subtract) extra score to the written exam (ranging from -4 to +4 marks).

The final grade is a mark/30 and assesses communicative effectiveness, precision when referring to the text, mastery of the sectorial language, accuracy.

***NOTES AND PREREQUISITES***

To attend the course the students must have an upper-intermediate level of English.

For any information about the course, professors Anselmi and Anelli will meet students in Studio SeldA (opposite the Copy Shop), writing to: [simona.anselmi@unicatt.it](mailto:simona.anselmi@unicatt.it) or [francesca.poli@unicatt.it](mailto:laura.anelli@unicatt.it)