# Advanced Business English

## Prof. Carlotta Dell’Arte

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

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

* attain a B2 level;
* use specific vocabulary appropriately;
* demonstrate acquisition of language skills useful for analysing and discussing business related texts;
* recognise and understand different pronunciations of international English;
* identify and appropriately use different registers;
* express themselves correctly and adequately in specific situations such as negotiations, presentation of a project, meetings and telephone conversations.

***COURSE CONTENT***

**Structure of the modules**

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| **Modules** | **Setting** | **Specific learning objectives** | **Activity** | **Types of supporting material** |
| **Module 1:** Communication and International Marketing  **Units 1-2** | Classroom (4 hours**)** | *Communication* | 1. Course presentation 2. Introduction to module 1 3. Listening and communicative activities related to the listening activities in the textbook. 4. Presentation of the online activity for module 1 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| Online  - Video lessons: from n. 6 to 8  -Webinar: 2 hours | *Explain the basic syntactic structures of English;*  *Introduce the usage of present tenses;* | VL 1: Constructions 1  VL 2: Vocab.: make or do in business?  VL 3: Constructions 2  VL 4: Present tenses  VL 5: WR Linking words  VL 6: Nouns, compounds and noun phrases  The webinar will focus on vocabulary and text comprehension exercises. Prior to the webinar, students will be required to individually carry out exercises in the textbook which will be the starting point of the webinar discussion. | 1. Video lessons 2. Slides of video lessons |
| Classroom (2 hours**)** | *International marketing* | 1. End of Module 1 2. Listening and communicative activities related to the listening activities in the textbook. 3. Review of key concepts 4. Introduction to module 2 | 1.Slides  2.Material provided in class and then uploaded on Blackboard |
| **Module 2:**  Building Relationships and Success  **Units 3-4** | Classroom (2 hours) | *Building relationships* | 1. Beginning of module 2 2. Listening and communicative activities related to the listening activities in the textbook. 3. Presentation of the online activity for module 2 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| Online | *Explain the present perfect and the past tenses;*  *In-depth study of vocabulary* | VL 1: Present Perfect  VL 2: Vocab.: Making phone calls  VL 3: Past Tenses  VL 4: Vocab.: collocations with take  VL 5: Vocab.: companies  The webinar will focus on vocabulary and comprehension activities from the textbook. Prior to the webinar, students will be required to individually carry out exercises in the textbook which will be the starting point of the webinar discussion. | 1. Video lessons 2. Slides of video lessons |
| Classroom (2 hours) | *Success* | 1. End of Module 2 2. Review of key concepts 3. Introduction to module 3 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| **Module 3:**  Job Satisfaction and Risk  **Units 5-6** | Classroom (2 hours) | *Job satisfaction* | 1. Beginning of module 3 2. Listening and communicative activities related to the listening activities in the textbook. 3. Presentation of online activity for module 3 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| Online | *Explain the passive form and the future tenses;*  *Introduce style conventions for letter and email writing;* | VL 1: Passive voice  VL 2: Letters and emails  VL 3: Futures  VL 4: Social Language  VL 5: WR reports  The webinar will focus on vocabulary and text comprehension exercises. Prior to the webinar, students will be required to individually carry out exercises in the textbook which will be the starting point of the webinar discussion. | 1. Video lessons 2. Slides of video lessons |
| Classroom (2 hours) | *Class test;*  *Discussion on management styles* | 1. End of Module 3 2. Review of key concepts 3. Introduction to module 4 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| **Module 4:** Management Styles and Team Building  **Units 7-8** | Classroom (2 hours) | *Analysis of oral and written presentations;* | 1. Beginning of module 4 2. Listening and communicative activities related to the listening activities in the textbook. 3. Presentation of online activity for module 4 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| Online | *Explain the relative clauses;*  *Explain the modal verbs, in the present and the past;* | VL 1: Relative sentences  VL 2: Colour idioms in business  VL 3: Emphasis  VL 4: Modals and past modals  VL 5: WR: minutes  The webinar will focus on vocabulary and text comprehension exercises. Prior to the webinar, students will be required to individually carry out exercises in the textbook which will be the starting point of the webinar discussion. | 1. Video lessons 2. Slides of video lessons |
| Classroom (2 hours) | *Management of interpersonal conflict in the business context* | 1. End of Module 4 2. Review of key concepts 3. Introduction to module 5 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| **Module 5:**  Raising Finance and Customer Service  **Units 9-10** | Classroom (2 hours) | *Review and expansion of negotiation skills;*  *Analysis of costs and benefits of customer service* | 1. Beginning of module 5 2. Listening and communicative activities related to the listening activities in the textbook. 3. Presentation of online activity for module 5 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| Online | *In-depth study on verbs;*  *Review of language expressions use in negotiating;*  *‘It’ constructions* | VL 1: Negotiation 1  VL 2: Verbs combination  VL 3: Presentation  VL 4: Negotiation 2  VL 5: ‘IT’ constructions  The webinar will focus on vocabulary and text comprehension exercises. Prior to the webinar, students will be required to individually carry out exercises in the textbook which will be the starting point of the webinar discussion. | 1. Video lessons 2. Slides of video lessons |
| Classroom (2 hours) | *Complaint management;*  *Reflection on how to manage crisis at work* | 1. End of Module 5 2. Review of key concepts 3. Introduction to module 6 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| **Module 6:**  Crisis Management and Mergers and Acquisitions  **Units 11-12** | Classroom (2 hours) | *Simulation of crisis management at work* | 1. Beginning of module 6 2. Listening and communicative activities related to the listening activities in the textbook 3. Presentation of online activity for module 6 | 1. Slides 2. Material provided in class and then uploaded on Blackboard |
| Online | *Explain the conditional tense;*  *Illustrate formal and polite language* | VL 1: Conditionals  VL 2: Polite Language  VL 3: Negotiation 3  VL 4: Alliances  VL 5: Negotiation 4  The webinar will focus on vocabulary and text comprehension exercises. Prior to the webinar, students will be required to individually carry out exercises in the textbook which will be the starting point of the webinar discussion. | 1. Video lessons 2. Slides of video lessons |
| Classroom (4 hours) | *Discussion on corporate mergers and acquisitions;*  *Simulation of corporate mergers and acquisitions* | 1. End of Module 6 2. Review of key concepts | 1. Slides 2. Material provided in class and then uploaded on Blackboard |

***READING LIST***

Cotton D., Falvey D., Kent S., *Market Leader, Upper Intermediate, Business English Course Book,* Pearson (ISBN: 978-1-292-13480-2).

***TEACHING METHOD***

The course alternates lectures and activities to be carried out online. During remote learning, students are required to study the topics presented in the video lessons and the in-depth material. Participation in webinars (exercises) is important for learning purposes. Webinars are meant to be a moment of discussion, reflection and feedback. The course aims to give importance to communication, oral skills and students’ ability to interact. Therefore, lessons will mainly focus on listening activities, exercises on pronunciation and conversation activities to promote speaking.

***ASSESSMENT METHOD AND CRITERIA***

1. *Ongoing assessment*

Students who opt for the ongoing assessment will take two interim tests and a final test. Specifically:

* The interim tests are worth 50% of the final mark and include:

1. A written test to assess students’ knowledge of the modules taught in the first semester (modules 1,2,3) to be taken individually in class as indicated in Blackboard (last lesson of semester I). The test is worth 25% of the final mark. It lasts 40 minutes and it is structured as follows:
   1. A listening comprehension exercise on topics studied in units 1, 2, 3, 4, 5 and 6 of the textbook studied in the first semester
2. A group assignment to assess students’ skills and competences on the modules studied in the first and second semester. Students must hand in a written paper. It is worth 25% of the final mark. Further details on the type of paper will be provided on Blackboard.

* The final completion test, which counts 50% of the final mark, will be a written exam to be taken on one of the 3 official exam dates following the end of the course. The final completion test lasts 40 minutes and it is structured as follows:
  1. A grammar and vocabulary test with closed-ended questions on topics studied in the first and second semester;
  2. A reading comprehension on the modules studied in the first and second semester.

Please note:

1. If students pass the interim test in class, the verified knowledge is excluded from the final completion test. As this is a language course, it is not possible to separate language content (e.g., grammar and vocabulary) studied in the first and second semester. What will be excluded from the final test will be the knowledge and skills examined in the interim test: the *listening* exercise in the written test at the end of the first semester and the *writing* activity for the group assignment;
2. In case of absence, failing mark or students’ refusal of the mark of the interim test taken in class, students may retake the test once only at the time of their final completion test (on one only of the 3 official exam dates following the end of the course); when retaking the test, students will be assessed on their knowledge of modules 1, 2 and 3; if students fail to pass the retake test, they must take the exam as final summative assessment (sub B) on the following exam session;
3. The group composition for the group assignment is decided by the Faculty staff, with rotation of participants;
4. Students must pass the remote interim test (it is not possible to retake it); in case students fail it, they must take the final exam as final summative assessment (Sub B);
5. 50% of the final mark is the average of the 2 ongoing assessment tests;
6. Students must pass the completion test; students who fail it, maintain the interim tests’ mark provided that they pass the final exam on one of the three official exam dates following the end of the course;
7. Students cannot refuse the mark obtained in the second online interim test (group assignment) and/ or of the final completion test, if they passed, and ask to retake the tests. In case they still refuse the mark, students may take the final exam as final summative assessment on the following official exam dates;
8. It is always possible to change from the ongoing assessment to the summative one, as well as to refuse the mark obtained in the summative assessment (and repeat the exam as final summative assessment).
9. *Final summative assessment*

The summative assessment includes an 80-minute written exam consisting of six exercises:

* Exercise 1 - Listening comprehension test. Closed-ended questions.
* Exercise 2 - Reading comprehension test. Closed-ended questions.
* Exercise 3 - Vocabulary, phraseology and register. Closed-ended questions.
* Exercise 4 - Grammar. Closed-ended questions.
* Exercise 5 - Writing test

***NOTES AND PREREQUISITES***

Students are required to have a B1+ level of English to attend the course.

Students who do not have that level, would need to prepare individually in order to attend the course effectively.

Students may use the book below for personal study:

Hird Jon, *Grammar and Vocabulary for the Real World*, Oxford University Press (ISBN: 978-0-19-481028-9).

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.

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