# Advanced Business English

## Prof. Carlotta Dell’Arte

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

The course aims at:

* providing students with the basic knowledge of Business English
* getting students' language level to a solid B2 level
* raise students' awareness on English as a Global Language and English as a Lingua Franca

Knowledge and Understanding:

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

* recognise specific vocabulary in the following fields: market research, communication, finance, environmental and cyber challenges, global mobility, start-ups, marketing, risk management, decision making
* recognise different pronunciations of English

Applying Knowledge and Understanding:

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

* use specific vocabulary appropriately
* identify key ideas and supporting ideas in spoken and written texts
* discuss the contents analysed in the texts
* identify and use different registers

Making Judgements:

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

* assess the coherence and cohesion of spoken and written texts
* classify key ideas and supporting ideas
* make conclusions and deduce implications
* recognise different communication styles

Communication Skills:

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

* summarise key ideas of a text
* highlight the logical reasoning behind a text
* adapt their communication style according to their audience and context
* manage conflict and leadership

Learning Skills:

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

* use online language resources efficiently (ie. dictionaries, word references)
* search for and assess new online language resources

***COURSE CONTENT***

The course will focus mainly on the topics below:

* English as a Global Language and English as a Lingua Franca
* Implications for English language learners
* Native Speakers and Non-Native Speakers
* Phonology and Phonetics of English as an International Language
* Communication
* International Marketing
* Building relationships
* Success
* Job satisfaction
* Risk
* Management styles
* Team building
* Raising finance
* Customer service
* Crisis management
* Mergers and acquisitions

***READING LIST***

1. *Cotton D., Falvey D., Kent S., Market Leader, Upper Intermediate, Business English Course Book, Pearson (ISBN: 978-1-292-13480-2)*
2. Additional material provided during the lessons and uploaded on BlackBoard.

***TEACHING METHOD***

The course will follow the student-centred method and it will be highly practical and interactive. Each lesson will be introduced via a guided discovery activity and then there will be students' discussions and pair/group work. The course will also make use of the flipped classroom method to optimize classroom time. The course will be held entirely in English.

***ASSESSMENT METHOD AND CRITERIA***

Students may choose from two different assessment types:

**Type 1:** ***Continuous assessment***

Students opting for Type 1 – Continuous assessment will need to take the following papers:

|  |  |  |  |
| --- | --- | --- | --- |
| **PAPERS** | **% OF FINAL MARK** | **DESCRITPION** | **WHEN & WHERE** |
| **1.** Synchronous test | 25% | Written test on the topics covered from the beginning of the course up to the *prova intermedia* | Date TBC. During the course. |
| **2.** Video project | 50% | A 3 to 5 minutes video project in which students present a SWOT analysis of a start-up of their choice | The video project must be submitted 15 days before the chosen exam date via BlackBoard. |
| **3.** Final written exam | 25% | Written test on the topics covered from the *prova intermedia* up to the end of the course. | on-site on the exam date |

Please note:

1. Students who fail the *prova intermedia*, must take the exam as Type 2 – End of course assessment
2. Students who decide to reject the mark of the *prova intermedia*, must take the exam as Type 2 – End of course assessment
3. Students who fail the final written exam, will lose the mark of the *prova intermedia* and must take the exam as Type 2 – End of course assessment
4. Students who decide to reject the mark of the final exam, can keep the mark of the *prova intermedia* and video project for the first three exam dates. From the next exam session they will need to opt for Type 2 – End of course assessment
5. Students can reject the mark of the video project once only and submit the project again with the corrections given. If students reject the mark of the video project for a second time, they must submit a brand new video project on the next exam da

**Type 2:** ***End of course assessment***

Students opting for Type 2 – End of course assessment will need to take the exam during the exam session. The exam will be structured as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **PAPERS** | **% OF FINAL MARK** | **DESCRITPION** | **WHEN & WHERE** |
| **1.** video project | 40% | A 3 to 5 minutes video project in which students present a SWOT analysis of a start-up of their choice | The video project must be submitted 15 days before the chosen exam date via BlackBoard. |
| **2.** Final written exam | 60% | Final written test focusing on the coursebook, the lessons, the materials shared via BB and on the Forum Activities in BB. | Online or on-site on the exam date |

**Please note:**

1. Students who decide to reject the mark of the final exam, can keep the mark of the video project for the first three exam dates. After this date they will need to submit a brand new video project.
2. Students can reject the mark of the video project once only and submit the project again with the corrections given. If students reject the mark of the video project for a second time, they must submit a brand new video project on the next exam date
3. Students who do not pass the video project within one of the first three exam dates, must submit a brand new video project from the next exam session.

**IMPORTANT**: **students must achieve a minimum of 18/30 in each paper in order to pass the exam.**

***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).