

## Polytechnic Institute of Viseu

### School of Technology and Management of Viseu

Course title	Business English I		
Scientific area	Languages		
Teaching method	Course books will be supplemented with material from other sources, including newspaper articles and video materials. Special emphasis is placed on the relevant vocabulary, register and grammatical structures that are used in the field of business, and it is given the opportunity to the student to practise using the language that he or she has acquired by means of presentations, group sessions and communicative practice activities.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Fall
Hours per week	3	Hours per semester	TP: 39; OT: 13
Objectives of the course	English is offered to students with an Intermediate level of English or above. English for Special Purposes programmes combine General English lessons with special interest lessons in the business area. This is a subject designed for people who will work in the business area. Students will learn about many aspects of this industry and the vocabulary used in business services. The course includes vocabulary, discussions, case studies, role-plays, video work and authentic material.		
Entry requirements	There aren't any.		
Course contents	<ul style="list-style-type: none"> <li>• Work on practical language using authentic materials and situations, with an emphasis on communicative skills and specialist vocabulary.</li> <li>• A topic-based syllabus</li> <li>• Marketing and advertising</li> <li>• Management and leadership</li> <li>• Decision-making</li> <li>• Social situations and business travel</li> <li>• Making presentations and sales</li> <li>• Job interviews and curriculum vitae</li> <li>• Meetings and negotiations</li> <li>• Current business topics</li> <li>• Cross-cultural communication</li> </ul>		
Assessment methods	<p>Assessment activities</p> <p>1. Project (written and presentation) 30%</p> <p>This is a group project (up to 4 elements), where students will have to do some research about the best companies to work worldwide and prepare and present a report on one of them, giving a general overview about the company (type of company; what it does; size; location; profits) and stating why they think it is a good employer.</p> <p>2. Oral Exam 30%</p> <p>The oral exam will be held during the semester on a day and time convenient for both the teacher and the students. Students must obtain at least an 8 (eight) on the oral exam.</p> <p>3. Written exam 40%</p> <p>The written exam will be based on content covered throughout the semester.</p>		

<p>Recommended readings</p>	<ul style="list-style-type: none"> <li>• <u>Comfort, J.</u> (2002). <i>Basic technical English</i>. Oxford: Oxford University Press</li> <li>• <u>Cordell, J.</u> (2000). <i>Cambridge business English activities: serious fun for business English students</i>. Cambridge: Cambridge University Press</li> <li>• <u>Dudley-Evans, T.</u> (1998). <i>Developments in English for ESP : a multi-disciplinary approach</i> . Cambridge: Cambridge University Press</li> <li>• <u>Emmerson, P.</u> (2002). <i>Business English frameworks</i>. Cambridge: Cambridge University Press</li> <li>• <u>Glendinning, E. H.</u> (2000). <i>Engineering</i>. Oxford: Oxford University Press</li> <li>• <u>Hanks, P.</u> (1986). <i>Business listening tasks</i>. Cambridge: Cambridge University Press</li> <li>• <u>Harding, K.</u> (1998). <i>Going International</i>. Oxford: Oxford University Press.</li> <li>• <u>Horner, D.</u> (1996). <i>Words at work</i>. Cambridge: Cambridge University Press</li> <li>• <u>Johnson, C.</u> (2001a). <i>Banking and finance: business English</i>. Harlow: Pearson Education</li> <li>• <i>Longman Dictionary of English Language and Culture</i>. Essex: Longman</li> </ul>
<p>Additional information</p>	