

Syllabus: “Business English for Beginners”

Intercultural Courses for International Students
Summer Term 2018, Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.

(a) Inhalt und Ansatz | Content and Approach

- What is Business?
- Types of Organizations
- Intercultural Business Manners. People, Nations and Nationalities
- Human Resources (Work, Employment, Pay and Benefits)
- Personal Finance, Corporate Finance and Public Finance
- Preparing for an Interview. Interview Techniques
- Organizational Structure. Role and Duties of Various Department
- Social English (Training Skills and Oral Interaction). Greetings and Everyday Problems
- Practical Day to Day Business English (How to make a reservation in a hotel etc.)
- Business Letters
- Grammar and Language Skills and Exercises

(b) Qualifikationsziele | Learning Objectives

- This module aims to create and develop awareness of the need for understanding what is meant by the term Business, People, Government, Organization, Employment and Internationalization of business in contemporary competitive environments, whilst analyzing and evaluating the advantages, disadvantages and consequences of globalization and associated organizational structures and management systems. It helps the students to understand the role of various Departments and the skills required to manage them successfully in an international context; to enhance the students' ability to communicate effectively in the context of the themes and concepts surrounding international business and management; to develop an understanding of the language used and required to communicate internationally.

(c) Kursstruktur | Course Structure

- 2 contact hours per week

Tuesday	10.00 - 11.30	D 0113 (Group 1)
Tuesday	17.45 - 19.15	D 0117 (Group 2)

(d) Kontakt | Contact

- E-mail: r.bagchi@hs-sm.de | Room: D 112

(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination (90 min)
- 3 ECTS