Syllabus: “Business English (beginners)”
International School
Summer Term 2020, Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.

(a) Inhalt und Ansatz | Content and Approach

- What is Business?
- Types of Organizations
- Intercultural Business Manners and Awareness
- Meetings and Negotiations
- How to write a CV and a covering letter
- Preparing for an Interview. Interview Techniques. How to give an interview
- Basic English to Business English
- Social English (Training and Oral Interaction). Greetings and Everyday Interactions and Problems
- Practical Day-to-Day Business English
- Business Letters (Style, Forms and Types)
- Charts and Graphs. Numbers
- Common Business Abbreviations and Acronyms, Punctuations, Signs and Symbols.
- 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 terms 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 lecture hours per week
- Group 1: Tuesday 14.15 - 15.45, Room D 0117
- Group 2: Thursday 17.45 – 19.15, Room D 0117

(d) Kontakt | Contact

- Email: r.bagchi@hs-sm.de | Room: D 0112

(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination (90 min)
- 3 ECTS