

Syllabus: “Business English (Beginners)”

International School
Summer Term 2023, *Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.*

(a) Inhalt und Ansatz | Content and Approach

- What is Business?
- Understanding the various markets, we trade in.
- Socialising, Telephoning and Networking. (Greetings and Everyday Interactions and Problems.)
- Types of Companies, Financing and Company structures. (Basics)
- Intercultural Business Manners and Awareness
- Meetings. Conducting a meeting.
- Explaining Numbers and Charts.
- Public Speaking
(Presentation skills)
(Interview Techniques.)
- Basic English to Business English
- Practical Day-to-Day Business English
- 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.
- This module has been designed for students who have at least A2/B1 level of English and want to develop their skills for the Business world and in everyday situations.

(c) Kursstruktur | Course Structure

- The material will be provided.
- There will be **2 Groups**. Please enroll under the Group you wish to attend.
- **Course Timings:** Group-1 **Tuesday: 14:15 -15:45** **Room: D-117**
- Group-2 **Wednesday: 14:15- 15:45** **Room: D-117**
- 2 Lecture hours per week per group.
- All given homework and assignments have to be done regularly and deadlines have to be followed.
Class will start from Tuesday, 11th April 2023.

(d) Kontakt | Contact

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

(e) Studien- und Prüfungsleistungen | Course Assessment

- Type of Exam: (Written Examination)
- 3 ECTS
- Date of Examination: **Tuesday, 11.07.2023.**