



University of Prishtina “Hasan Prishtina”  
Faculty of Economy in Prishtina

**SYLLABUS OF THE COURSE: ENGLISH LANGUAGE I**

<b>Basic information about the course (subject)</b>	
<b>Academic unit:</b>	<b>FACULTY OF ECONOMY- PRISHTINA</b>
<b>Title of course:</b>	<b>ENGLISH LANGUAGE I</b>
<b>Level:</b>	<b>BACHELOR</b>
<b>Status of course:</b>	<b>Compulsory</b>
<b>Year of study:</b>	1 <sup>st</sup> Year,
<b>Hours per week:</b>	1+1
<b>Value of credits – ECTS:</b>	4
<b>Time / location:</b>	<b>According to the lecture schedule</b>
<b>Professors of course:</b>	<b>Dr. Sadete Pllana, professor assistant</b>
<b>Contact details:</b>	<b>Email: <a href="mailto:sadete.pllana@uni-pr.edu">sadete.pllana@uni-pr.edu</a>; Mob: 044-333-252; Office no. 96</b>
<b>Description of the course</b>	
<b>Description of the course</b>	English for Business Studies is an upper-intermediate to advanced level reading, listening, speaking and writing course for students who need to understand and express the key concepts of business and economics in English. It covers the most important areas of management, production and marketing, divided into 14 units, from Unit 1 to Unit 14.
<b>Objectives of the course</b>	
<b>Objectives of the course</b>	This course aims to: <ul style="list-style-type: none"> <li>• present the students with the language and concepts of business and economics found in books, journals, newspapers and magazines, and on websites;</li> <li>• develop their comprehension of business and economics texts;</li> <li>• develop their listening skills in the fields of business and economics;</li> <li>• provide them with opportunities to express business concepts both verbally and in writing, by reformulating them in their own words while summarizing, analysing, criticizing and discussing ideas.</li> </ul>
<b>Expected results of learning:</b>	
<b>Expected results of learning:</b>	This course should enable the students to build vocabulary through reading, listening and speaking, and to improve their confidence and fluency in expressing themselves in speaking and writing about the diverse topics related to business and economics.

<b>Contribution to the burden of the student (should correspond with the learning outcomes of the student)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/week</b>	<b>Total</b>
Lectures	1	15	15
Exercises	1	13	13
Tests	2	2	4
Homework	2	11	22
Independent work of student (in the library, at home)	3	15	45
Final exam	1	1	1
<b>Total</b>			<b>100 hours</b>
<b>Teaching methodology:</b>	Reading and listening comprehension. Explanation of each lesson, questions and answers concerning the lesson, translation of unknown words by explaining in English. Speaking activities including discussion, case studies, role plays and presentations. Writing activities including summaries, emails, memos and reports.		
<b>Evaluation methods:</b>	Regular attendance at the lectures, conducting exercises after each lesson, consultation, tests and final exam. First evaluation: 40 % Second evaluation: 40 % Homework: 10% Regular participation: 10 % Total 100 % Or: Final exam		
<b>Literature</b>			
<b>Basic literature:</b>	<b>English for Business Studies</b> (A Course for Business Studies and Economics students-3 <sup>rd</sup> Edition) by Ian MacKenzie; Cambridge University Press, 2010.		
<b>Additional literature:</b>	<ol style="list-style-type: none"> <li>1. John Eastwood, "Oxford Practice Grammar" Oxford University Press 1997</li> <li>2. Regina Hayon Cohen, Gramatikë praktike e anglishtes, "English Grammar", translated by: Diana Dibra, Tiranë, 2004.</li> <li>3. Pavli Qesku: "Fjalor Anglisht-Shqip" EDFA Tiranë, 2000.</li> <li>4. Ilo Duro, Ramazan Hysa, "Fjalor Shqip-Anglisht" Rilindja Prishtinë, 1988.</li> <li>5. Nexhmi Rexha: "Fjalor i biznesit, ekonomikës dhe financës" ANGLISHT-SHQIP SHQIP-ANGLISHT, ASAU, Prishtinë, 2009</li> <li>6. Luan Kaceli, Dictionary of law, economy and business English–Albanian, Tirana 2002</li> <li>7. Internet: Financial Dictionary <a href="http://www.investopedia.com/dictionary/">http://www.investopedia.com/dictionary/</a></li> <li>8. Internet: <a href="http://www.english4u.com">http://www.english4u.com</a></li> <li>9. Longman Business English Dictionary online</li> <li>10. English synonyms and antonyms: <a href="http://www.thesaurus.com/">http://www.thesaurus.com/</a>; and other websites</li> </ol>		

Implementation Schedule of course content			
Calendar week	Title/topic	Literature	
O C T O B E R	First week/ Week 1 of semester	Presentation & information about the literature and other sources concerning the course. Grammar review.	
	Second week/ Week 2 of semester	<b>Unit 1 – Management</b> Discussing about general knowledge concerning Management. Reading & Listening. Vocabulary. Speaking - Case study: Selecting a Chief Operating Officer. Writing: Summary; email.	“English for Business Studies” Intermediate Student’s Book Unit 1, page 10-14
	Third week/ Week 3 of semester	<b>Unit 2 – Work and motivation</b> Discussing about work and motivation. Reading & Listening. Vocabulary. Speaking - Case study: A car manufacturer. Writing: Summary; email.	“English for Business Studies” Intermediate Student’s Book Unit 2, page 15-20
	Fourth week/ Week 4 of semester	<b>Unit 3 – Company structure</b> Discussing about how companies are structured. Reading & Listening. Vocabulary. Speaking - Presentation: Presenting a company. Writing: Notes for a presentation.	“English for Business Studies” Intermediate Student’s Book Unit 3, page 21-25
	Fifth week/ Week 5 of semester	<b>Unit 4 - Managing across cultures</b> Discussing about the importance of cultural differences among difference countries and continents. Reading & Listening. Vocabulary. Speaking - Role play: Welcoming American colleagues. Writing: Autobiographical text.	“English for Business Studies” Intermediate Student’s Book Unit 4, page 26-29
N O V E M B E R	First week/ Week 6 of semester	<b>Unit 5 – Recruitment</b> Discussing about the process of recruitment. Reading & Listening. Vocabulary. Speaking - Role play: A job interview. Writing: CV or resume.	“English for Business Studies” Intermediate Student’s Book Unit 5, page 30-37
	Second week/ Week 7 of semester	<b>Unit 6 – Women in business</b> Discussing about the importance of women in business. Reading & Listening. Vocabulary. Speaking - Role play: Do we need more women managers? Writing: Memo or email. Review and test during the same week.	“English for Business Studies” Intermediate Student’s Book. Unit 6, page 38-41
	Third week/ Week 8 of semester	<b>Unit 7 - The different sectors of the economy</b> Discussing about the sectors of the economy. Reading & Listening. Vocabulary. Speaking - Discussion: Your place in the economy. Writing: Business news item.	“English for Business Studies” Intermediate Student’s Book. Unit 7, page 42-46
	Fourth week/ Week 9 of semester	<b>Unit 8 – Production</b> Discussing about production capacity and inventory. Reading & Listening. Vocabulary. Speaking - Role play: Choosing suppliers. Writing: Email.	“English for Business Studies” Intermediate Student’s Book. Unit 8, page 47-50
D E C E M B E R	First week/ Week 10 of semester	<b>Unit 9 – Logistics</b> Discussing about potential supply chain risks. Reading & Listening. Vocabulary. Speaking - Case study: Risk analysis. Writing: Summary; report.	“English for Business Studies” Intermediate Student’s Book. Unit 9, page 51-55
	Second week/ Week 11 of semester	<b>Unit 10 – Quality</b> Discussing about different managerial approaches to quality. Reading & Listening. Vocabulary. Speaking - Role play: A hotel chain in trouble. Writing: Email.	“English for Business Studies” Intermediate Student’s Book. Unit 10, page 56-59

<b>M B E R</b>	Third week/ Week 12 of semester	<b>Unit 11 – Products</b> Discussing about products and branding strategies. Reading & Listening. Vocabulary. Speaking – Case study: Researching a product concept. Writing: Report.	“English for Business Studies” Intermediate Student’s Book. Unit 11, page 60-63
	Fourth week/ Week 13 of semester	<b>Unit 12 – Marketing</b> Discussing about the product life cycles and pricing and distribution strategies. Reading & Listening. Vocabulary. Speaking – Case study: Promoting a new product. Writing: Description of distribution channels.	“English for Business Studies” Intermediate Student’s Book. Unit 12, page 64-68
<b>J A N U A R Y</b>	First week/ Week 14 of semester	<b>Unit 13 – Advertising</b> Discussing about advertising and sales promotion techniques. Reading & Listening. Vocabulary. Speaking – Scripting a radio commercial. Writing: Summaries; radio commercial.	“English for Business Studies” Intermediate Student’s Book. Unit 13, page 69-72
	Second week/ Week 15 of semester	<b>Unit 14 – Banking</b> Discussing about types of banks and financial institutions. Reading & Listening. Vocabulary. Speaking - Role play: Microfinance. Writing: Minutes of a meeting. A review of grammar, economic terms, vocabulary, as a preparation for the exam.	“English for Business Studies” Intermediate Student’s Book. Unit 14, page 73-76

#### The academic policy and student's complaisance:

All are within the pedagogical, university norms, allowed by the university statute.

- Active participation of students in class;
- Prior preparation to the units being developed;
- Participating in discussions, comments and free expression of opinion and academic attitude;
- Respecting the schedule of lectures without violating academic freedom (disconnection of mobile phones, etc.).