

BUSINESS ENGLISH I

Basic information for the course/subject	
Academic unit:	Faculty of Economics
Title of course:	Business English I
Level:	Bachelor
Status of the course:	Elective
Year of study:	First year – First semester
Number of hours per week:	2+0
Amount in credits - ECTS:	4
Time/ Location:	Faculty of Economics, University of Prishtina “Hasan Prishtina”
Teacher of the course:	Shpresa Hoxha, associated professor
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Course Description	
	Business English intends to give students a solid foundation and a working knowledge of business English. The class is taught at an intermediate level and students should have a level of intermediate English language proficiency and writing experience. Various aspects of business English will be covered, including, but not limited to measurements, social language, participation in meetings, and presentations. The course is also an introduction to business letters – enquiries, ordering, confirmations, etc.
Aims/goals of the course	Gaining knowledge and the tendency to qualify the candidates in order to understand, explain, and communicate and to be able to translate the units of English into Albanian.
Expected learning outcomes:	On successful completion of the module, a student will: Have an ability to interact successfully in business situations; Be aware of business etiquette; Have competence in speaking, listening, grammar and vocabulary within a business; Be able to write correctly in a wide range of business formats, including letters, memos, reports and emails; Have business presentation skills; Be able to make phone calls successfully in a business/work situation.

Contribution of the student (something that should correspond with the results of student learning)			
Activities:	Week	Hours	Total
Lectures	13	2	26
Theoretical/laboratory practices			
Practice work			
Contacts with the teacher/consultations			
Field Exercises			
Test, seminars	2	2	4
Homework			10
Study time of the student (at the library or at home)			60
Preparation for the final exam			
Time spent on assessment (tests, quizzes, final exam)			
Projects, presentations, etc.			
Total			100
Methodology of teaching:			
	Lectures, grammar, phonetics, oral and written exercises, free conversations, discussions, etc.		
Methods of assessment:			
	<p>The teaching process is organized through lectures, by applying interactive discussion - conversation, team – work practical exercises and homework.</p> <p>First evaluation: 40 % Second evaluation: 40 % Home exercises : 10% Regular attendance: 10 % Total 100 %</p> <p>Or: Final examination</p>		
Literature			
Basic literature:			
	<ol style="list-style-type: none"> 1. English for Business Studies (A Course for Business Studies and Economics students) by Ian MacKenzie; Cambridge University Press, 2011. 2. The Language of Business English (Grammar & Functions), Nick Brieger & Simon Sweeney, Longman, 2007. 3. An Outline of English Grammar, Prof. Dr. Rudolf Filipović, Zagreb 		

	4. "English Grammar", Regina Hayon Cohen, translated into Albanian by: Diana Dibra, Tiranë 2004.
Additional literature:	
The designed plan of teaching:	
Week	Topic:
<i>First Week:</i>	Presentation
<i>Second Week:</i>	Unit 1. Management
<i>Third Week:</i>	Unit 2. Work and Motivation
<i>Forth Week:</i>	Unit 3. Company Structure
<i>Fifth Week:</i>	Unit 4. Managing across cultures
<i>Sixth Week:</i>	Unit 5. Recruitment
<i>Seventh Week:</i>	Unit 6. Women in business
<i>Eighth Week:</i>	Unit 7. The different Sectors of Economy
<i>Ninth Week:</i>	Unit 8. Production
<i>Tenth Week:</i>	Unit 9. Logistics
<i>Eleventh Week:</i>	Unit 10. Quality
<i>Twelfth Week:</i>	Unit 11. Products
<i>Thirteenth Week:</i>	Unit 12. Marketing
<i>Fourteenth Week:</i>	Unit 13. Advertising
<i>Fifteenth Week:</i>	Revision on previous units.

Academic policies and rules of courtesy:
Any student who participates in cheating in ANY WAY including, but not limited to: (1) Using lecture/study notes or summaries in any form during examinations, (2) Copying examination answers, (3) Failing to cover answers on an examination, (4) Giving and/or receiving examination questions and/or answers, (5) Removing an examination from the classroom, and/or (6) Giving or receiving assistance on an assignment that goes beyond that allowed by your instructor, WILL RECEIVE A FAILING GRADE IN THIS COURSE. ALL ASSIGNMENTS AND EXAMINATIONS FOR THIS CLASS ARE TO BE DONE INDEPENDENTLY UNLESS STATED OTHERWISE BY YOUR INSTRUCTOR.