

Business English Intermediate

General Information

ID	BEIM
Responsible	Carroll-Scott
Teaching Language	English
Credit points (ECTS)	5
Contact hours	40
Self-study	85
Duration	1 semester
Frequency	every year
Examination	KR

Keywords

- Social English
- Retailing
- Franchising
- Company Organisation
- Products and Production
- Marketing
- Sales and Distribution Networks

Required Prerequisites

- A-Level English or equivalent

Recommended Prerequisites

- Level B2 Common European Framework of Languages

Qualification and Competency Goals

After successful completion of the module, students are able to

- correctly apply the basic terminology and grammar of the target language and express themselves appropriately on fundamental economic topics, both orally and in writing,
- apply listening and reading comprehension skills at an intermediate language level and understand more complex economic content presented in lectures, discussions, and texts,
- read longer business-related texts at an intermediate level, identify their key messages and classify their content,
- express themselves fluently and coherently in the target language and present and argue their own views on business-related topics orally,
- write appropriate business correspondence in the target language,
- produce structured and coherent texts on various economic topics in the target language.

Teaching and Learning Methods

The methods employed are aligned with modern foreign language teaching methods. The focus is on the functional and instrumental aspects of language in interactive situations. Receptive and productive skills are taught through role-playing, partner work, and other interactive activities. Practice exercises, study of business literature.

Contents

- Social English
 - First Meetings / Business Lunch
 - Presenting the agenda
 - Giving information on a company (size, number of employees, products)
 - Offering brochures
 - Making appointments
- Grammar
 - present simple / present continuous
 - Question tags
 - Gerund
- Retailing
 - Basic vocabulary
 - Definitions and categories of retailing
 - Case studies retailers
- Grammar
 - Simple past
 - Past Continuous
- Franchising
 - Basic vocabulary
 - Categories of franchising
 - Case Studies
- Grammar
 - Relative clauses
- Small Business
 - Basic vocabulary
 - Additional information on terms
 - 'PLC' / 'limited versus unlimited'
 - Exercises to train use of new vocabulary
- Grammar
 - Modals: giving advice, suggesting alternative solutions
 - Future
- Forms of Company Organisation
 - Sole trader / partnership / LTD / PLC
 - Ownership
 - Advantages / disadvantages of various types of company
 - Subsidiaries
 - Internal organisation of a PLC
 - Company profiles
- Grammar
 - present perfect versus past tense
- Products & Production
 - Product descriptions

- Production processes
- Grammar
 - Passive
 - Adjectives / Adverbs
 - Prefixes / suffixes
- Marketing
 - Basic Vocabulary and definitions
 - Markets
 - Marketing-Mix
 - Case studies
- Grammar
 - Prepositional phrases
 - Gerund versus infinitive
- Sales and Distribution Networks
 - General aspects
 - Networks
 - Sales talk
 - Sales figures: interpretation tables, graphs, pie charts
- Grammar
 - Prepositions
 - Comparative, superlative

Required Literature

WRIGHT, L., 2020. *Market Leader: Extra Advanced*. Harlow, UK: Pearson International. ISBN 978-1-292-36108-6

HUGHES, J.; DUCKWORTH, M.; TURNER, R., 2017. *Business Result: Upper Intermediate*. Harlow, UK: Oxford University Press ELT. ISBN 978-0194738965

Recommended Additional Literature

MURPHY, R.; SMALZER, W. R.; CHAPPLE, J., 2017. *English Grammar in Use*. Cambridge, UK: Cambridge University Press. ISBN 978-1316646731

PENG, M.; MEYER, K., 2023. *International Business*. 4th ed. Andover, UK: Cengage Learning EMEA. ISBN 978-1473779891

Business English Advanced

General Information

ID	BEAD
Responsible	Carroll-Scott
Teaching Language	English
Credit points (ECTS)	5
Contact hours	40
Self-study	85
Duration	1 semester
Frequency	every year
Examination	KR

Keywords

- Commercial correspondence
- Recruitment
- Meetings
- International Trade
- European Organs
- Foreign Markets

Required Prerequisites

- Business English Intermediate

Recommended Prerequisites

- Level B2 + Common European Framework of Languages

Qualification and Competency Goals

After successful completion of the module, students are able to

- confidently use the extended business-related terminology and advanced grammar of the target language and to express oneself orally and in writing on advanced business topics in a linguistically correct manner,
- understand demanding business presentations and to effortlessly follow complex interactions in group discussions, debates and professional conversations,
- read, comprehend and critically evaluate business and scientific texts at advanced language level,
- actively and successfully participate in intercultural meetings and negotiations and to present business matters precisely, clearly and in a way that is appropriate for the audience, for example in presentations.

Teaching and Learning Methods

The methods employed are aligned with modern foreign language teaching methods. The focus is on the functional and instrumental aspects of language in interactive situations. Receptive and productive skills are taught through role-playing, partner work, group work, exercises, case studies, internet research, audio and visual sequences and other interactive activities, Practical application, study of business literature

Contents

- Business Correspondence
 - Enquiries
 - Offers
 - Orders
 - Order Confirmation
 - Complaints
 - Terms of Delivery
 - Terms Payment
- Grammar
 - Future Perfect
 - Conditionals (I,II,III)
 - General revision of tenses and aspects
- Recruitment
 - Human resources
 - Application (cover letter, curriculum vitae)
 - interview
 - Leadership styles
 - Payment systems
 - Employer-employee relationships
- Meetings
 - General aspects of meetings
 - Planning versus conflict meetings
 - Directing a meeting
- Grammar
 - Indirekt speech
 - Minutes, reports
- Intercultural Communication
 - Intercultural differences
 - International negotiations
 - Case studies
- Background to International Trade
 - General Aspects of International Trade
 - Barriers to trade
 - Trade agreements
 - International trade organisations
- European Organs
 - The European Commission
 - The Council
 - The European Parliament
 - The European Court
- Entering Foreign Markets
 - Collecting information on country, markets
 - Direct trade
 - Indirect trade: intermediaries in foreign trade
 - Case studies

Required Literature

WRIGHT, L., 2020. *Market Leader: Extra Advanced*. Harlow, UK: Pearson International. ISBN 978-1-292-36108-6

CHINN, M. D., 2025. *International Trade*. Cambridge, UK: Cambridge University Press. ISBN 978-1009399784

Recommended Additional Literature

BUSCH, D., 2020. *The Routledge Handbook of Intercultural Mediation*. London, UK: Routledge Handbooks. ISBN 978-1032130606

MURPHY, R.; SMALZER, W. R.; CHAPPLE, J., 2017. *English Grammar in Use*. Cambridge, UK: Cambridge University Press. ISBN 978-1316646731