

Syllabus
LAN3041 Business English 2
 Gabriella Loveday, Rafael Correa
 Summer Semester 2022

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	Students should have a good command of the English language. (Level B2/C1 according to the CEFR for languages)	
Time	s. LSF	
Room	s. LSF	
Start Date	s. LSF	
Lecturer(s)	Name	Gabriella Loveday Rafael Correa
	Office	T2.2.13 (Mrs. Loveday) T1.5.29 (Mr. Correa)
	Virtual Office	Virtual Office Mrs. Loveday Virtual Office Mr. Correa
	Office Hours	By prior arrangement
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Summary

This course will be run as a workshop and will prepare students for interaction in a business environment. They will acquire practical oral and written skills which will aid them in their future careers. They will also address the challenges of doing business with partners from different cultural backgrounds.

Outline of the Course

Presenting a marketing plan
Financing a business
USPs
Pitching
CSR
Different negotiation styles
Communication techniques
Presentation techniques
Commercial correspondence
Job applications and interview training
Meetings
Cultural awareness
Telephoning

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Goals	Contribution	Assessment
Business Knowledge 1.3 & 1.4	Cultural awareness, international negotiations and presentations, correspondence, negotiations, business plans, entrepreneurship, job applications and interviews	Class participation in presentations, role plays, case studies.
Use of information technology 2.1 & 2.2	Students will be required to do internet research on business plans, companies in the area, business cultures in different parts of the world, videos on business negotiations, videos on starting a new business	Class participation in presentations, role plays, case studies.
Critical thinking and analytical capabilities 3	Examination of case studies, assessment of behavior across cultures, assessing market entry	Class participation in presentations, role plays, case studies
Ethical thinking 4	Ethical dilemmas and how to make ethical decisions across cultures and companies	Class participation in presentations, role plays, case studies
Communication skills 5.1 & 5.2	Role plays, simulations, discussions, presentations and negotiations on business issues in the English language, report writing, memos, minutes	Class participation in presentations, role plays, case studies, correspondence writing in groups, reports to management
Ability to work in teams 6	Role plays, simulations, discussions, presentations and negotiations on business issues in groups of 3-4 students	Class participation in presentations, role plays, case studies
Intercultural competency 7	Examination of different business cultures, negotiating across cultures	Class participation in presentations, role plays, case studies
Interdisciplinarity 7.1 , 7.2 & 7.3	Course provides a link to mandatory electives in 6 th and 7 th semesters – intercultural management and engineering and other courses held in English.	Class participation in presentations, role plays, case studies

Teaching and Learning Approach

The course will be run as a seminar with an interactive approach.. All students will be expected to make an active contribution to group discussions, simulations and case studies. In addition, part of the course will consist of group and individual presentations. All classes will be held in English and students will be expected to provide written assignments in order to improve their written communication skills.

Literature and Course Materials

- The Times 100 Case Studies
- Trappe Tonya & Tullis Graham, Intelligent Business Advanced
- BBC Videos – Dragons Den & the Apprentice
- Hofstede, Geert, Hofstede, Gert Jan, 2005, *Cultures and Organizations Software of the Mind*,
- 2nd Edition, McGraw-Hill, New York
- MacKenzie Ian, English for Business Studies
- Utley Derek, Intercultural Resource Pack

Assessment

There will be continual assessment throughout the course. Students will be assessed through their presentations and written assignments. Regular feedback and correction will be provided to encourage improvement in students' written and oral communication skills in English.

Grading

Students will be graded as 'pass' or 'fail'.

Schedule

No	Date	Content
1	26 th September 2022	Presentation skills training, introduction to marketing plans, internship presentation planning,market research.
2	27 th September 2022	Cultural awareness, product development, USPs, advertising,internship discussions.
3	28 th September 2022	Interviews and personal profiles, introduction to pitching, feedback,telephoning.
4	29 th September 2022	Meetings, reports, working on marketing plans, perfecting thepitch, rehearsals.
5	30 th September 2022	Marketing plan presentations, final appraisal and feedback

Tentative Schedule (changes may be necessary)

Academic Integrity and Student Responsibility

Students are required to participate actively in all course activities. Furthermore, they will be expected to attend each session and dedicate extra time to their written assignments and presentations. The group work load should be completed by ALL members of the group. If a student does not make an adequate contribution, they will fail the course.

Code of Conduct for Students

[Link to the Code of Conduct for online Teaching](#)

In case of online teaching: Students must ensure that they have a microphone and video camera and a stable internet connection in order to participate on Alfaview.

Teaching Philosophy

My teaching philosophy: Gabriella Loveday

I am committed to providing the students with the best possible learning opportunities so that they improve their English communication skills. I am a firm believer in the maxim 'practice makes perfect'. Therefore, I encourage students to send me written assignments throughout the course and contact me after class during my visiting hours or via email so that I can provide them with individual support should they be having any problems with the course material and/or their English.

My Teaching Philosophy: Rafael Correa

My main goal during this course is to help prepare the students to perform in English, as well as they can, in professional and academic situations. With this in mind, I encourage the students to see the classroom as a safe and informal environment where they can experiment with the language and clarify all their doubts. Ideally, each student will end this course more confident, more critical and at the same time more self-aware regarding his/her own communication skills and stance while making presentations or taking part in discussions held in English.

Additional Information

Language:

English

Learning Objectives

By the end of the course students

- will have honed their presentation skills in English
- will be able to address the challenges of doing business with partners from different cultural backgrounds
- will be able to interact and communicate freely and effectively in English on a wide range of business themes
- will have learned how to negotiate in different cultures
- will be able to adapt to different business etiquettes

- will understand important elements of marketing plans and entrepreneurship
- will have had training on employment applications and interviews in English
- will have acquired oral skills in presenting and negotiating
- will have enhanced their written English skills with regard to internal and external correspondence

Language:

English

