UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

English For Business

2122-1-E1601N006

Learning objectives

Knowledge and understanding

The course aims to help students to strengthen grammar, vocabulary and listening at intermediate/upper-intermediate level (B1 /B2 The CEFR) through the development of the four skills - speaking, reading, writing and listening – using English in a range of real communicative situations.

Applying knowledge and understanding

The course also aims to improve the knowledge and understanding of English language in order to allow students to acquire practical reading and speaking skills, to learn to read, understand and produce texts about social and cultural themes relating in particular to communication, business organizations, society, labour market.

Contents

During the course we will focus on the following issues;

-Globalization – Labour market and job opportunities – Types of business organizations – Happynomics – The power to choose – Management and motivation – Marketing – Brand – Competition – Internet: change and flexibility - Education and society - Multiculturalism - Women's role in the society - Environment, pollution and cultural/personal awareness

Detailed program

The course will focus on the analysis of language, grammar and syntax and on the reading and examination of

specific texts, about English language as an international communication tool, as well as about multicultural business contexts and their policies. The centre of the course will be the understanding and analysis of specific economic and socio-cultural texts and the acquisition of sectorial vocabulary related to the following topics: labour market and education, types of business organizations, management of human resources, the role of internet, marketing, the role of women in business and society, the role of the human being as an active citizen, happynomics as the science of the relationship between economics and social satisfaction.

Prerequisites

Knowledge of English Language B1 level.

Teaching methods

Two kinds of methodologies will be used: PPP – Presentation, Practice, Production - and skill-based lessons, with pre-, while- and post- reading/listening activities.

Assessment methods

Assessment of students' skills in English is through a written and oral test.

The written test consists in a test with questions related to the course and a reading comprehension divided into 4 sections: Section A - consists in an exercise with some relevant words taken from the text to be matched with the related synonyms; section B - consists in some sentences to be completed with an appropriate word so that the sentences reflect the same meaning as in the text and are grammatically correct (fill-in the gap exercise); section C - consists in some sentences to be marked as True or False; section D - consists in 2 open questions about the main issues of the course (writing of 2 texts of 150/200 words).

For the oral test, the students will be asked to talk about the main themes of the course in English, connetting them to the labour market and their personal experiences.

Textbooks and Reading Materials

David Evans, *Famous Women in Business*, Pearson English Readers.

During the classes, the teacher will provide students with further materials about the themes of the course, which will be part of the programme. The material will be available on the e-learning page of the teacher.