UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

English for Business

2324-1-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, oral and written sources in English will be analysed to acquire the specific words and appropriate language to be used in business settings so that students are empowered to interact in English both with native speakers and using English as an international language.

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:
• Types of business organization and hierarchy
• Working in a company
• Luxury businesses
• Business and brands
• Recruiting process
• Business strategies – PEST analysis
• E-commerce
• New technologies applied to business
• Entrepreneurs
• Women in business
• Cultural aspects in business
• Leadership
• Sustainability

Prerequisites

Knowledge of English Language B1 level.

Teaching methods

During the lessons, hands-on activities are proposed to lead students in the learning process through different tasks that aim to advance their listening, reading and oral production skills. Applying the learning-by-doing principle, some real-world business situations will be mocked with role-play activities.
Therefore, active participation of students is ideal for the course to reach optimal outcomes.

Assessment methods

Assessment of students' skills in English is through a written test (compulsory) and the implementation of a multimedia project work (also compulsory) that serves as the oral mark.
The written test consists of a test with:
• questions related to the course (multiple choice, T/F, matrix, completion)
• some reading comprehension-related tasks (e.g. exercises about some relevant words taken from the text to be matched with the related synonyms; 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); sentences to be marked as True or False)
• questions related to the sectorial pieces of vocabulary seen throughout the course
• grammar and language exercises related to functional language and typical communication in business
The test will be computer-based and it will last 100 mins. To pass, you need to achieve at least 34/50 points (Italian mark 18/30).
All students are required to submit of a project work (a video) to be delivered according to the instructions given at the beginning of the course.
The list of multimedia projects will be provided at the beginning of the lessons.
Only students who pass the written test are entitled to submit their project works and have the mark registered.
The project should be submitted in the same exam session when you take and pass the written test (e.g. if you take the written exam in June, you need to submit your video in June). Exact deadlines for the submission of

projects will be communicated once the exam dates are officially published.
Your final mark will be the average between the mark achieved in the written test and the mark given to your recorded project.

Textbooks and Reading Materials

Margaret O'Keeffe, Iwona Dubicka BUSINESS PARTNER B1+, coursebook and e-book with MyEnglishLab, Pearson Education 2021. EAN: 9781292392974
Throughout the course, 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.

Sustainable Development Goals

NO POVERTY | GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | PEACE, JUSTICE AND STRONG INSTITUTIONS