



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Further Language Knowledge (communication Skills)

2324-1-F7702M071

Learning objectives

Learning objectives

The language module aims to deepen both receptive and passive abilities, practising the various reading strategies necessary to deal with texts of topic pertinent to the field of Marketing and Business. The course also aims to deepen these skills with particular attention to the specialized language of Business and Marketing.

Contents

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The Language module aims to develop the student's linguistic skills, both receptive and active. It aims to practise the various reading strategies necessary to deal with texts on Business and Marketing. The students will be able provided with topical issues of Business and Marketing using and developing the appropriate specialised vocabulary.

Detailed program

Detailed programme

The main objective is to improve the specialised communicative skills in English, strengthening the sector-specific vocabulary and communication strategies that facilitate communication within the financial world. Much weight is given to the understanding of current business issues in order to stimulate thought and conversation and improving oral production through the proper use of vocabulary. The course offers a thematic approach to the acquisition of

communication strategies in this specialized field. The students need to manage the particularly rich and varied vocabulary that is typically found in this specific subject area of Marketing.

Prerequisites

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The level of B2 according to the Common European Framework of Reference for Languages.

Teaching methods

Teaching methods

Lessons in class, in English. Readings, comprehension, discussions of business topics. Together with the development of specific vocabulary.

Assessment methods

Assessment methods

Written exam: (60 minutes). The exam consists of 60 questions.

Textbooks and Reading Materials

Textbooks and Reading Materials

A collection of articles and exercises taught during the lessons will be available at the end of the course. The title of the collection is; 'Business and Marketing issues', by prof Robin Anderson. It's renewed each year.
'Working with Economic and Business English'; Robin Anderson. Maggioli Editore. ISBN: 978-88-387-6578-2

Semester

Second semester

Teaching language

English

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH
