



# University "Ukshin Hoti" Prizren

## Faculty of Philology

### SYLLABUS

<b>Study cycle</b>	Bachelor	<b>Programme</b>	English language and literature	<b>Academic year</b>	2018/19
<b>COURSE</b>	English for Specific Purposes I				
<b>Year</b>	2019	<b>Status of the course</b>	Obligatory	<b>Code</b>	<b>ECTS</b>
<b>Semester</b>	IV				
<b>Study weeks</b>	15	Course classes	Lectures	Practice	
			2	2	
<b>Methodology of teaching</b>	Lectures, presentations, assignments, case studies, discussions, projects				
<b>Consultations</b>					
<b>Professor</b>	Prof.ass.dr. Sejdi Sejdiu	e-mail	sejdi.sejdiu@uni-prizren.com		
		Tel.			
<b>Assistant</b>		e-mail			
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Course objectives	Student's benefits
<p>The English for Specific Purposes course is intended to give students a solid foundation and a working knowledge of business English. Various aspects of business English will be covered, including, but not limited to measurements, social language, participation in meetings, networking, and presentations. Also in the course there is an introduction to business letters – enquiries, ordering, confirmations, etc.</p> <p>Students will develop the fluency, accuracy and communication skills they need to work confidently in the English-speaking business world. The focus will be on improving English proficiency in core skill areas such as reading, writing, speaking and listening as a review key areas of business. Additionally, students will also learn how to effectively communicate in business meetings, give presentations, negotiate, and</p>	<p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- Acquire working knowledge of business English</li> <li>- develop the fluency, accuracy and communication skills</li> <li>- develop core skill areas such as reading, writing, speaking and listening as a review key areas of business.</li> <li>- effectively communicate in business meetings, give presentations, negotiate, and express themselves in a confident and assertive manner.</li> </ul>

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<b>Teaching methodology:</b>			
The course goals will be achieved through class discussion, reading and listening parts and interviews of business experts and managers, through case studies and student presentations, assignments, writing sections, pair and group work which will result in students acquiring business vocabulary necessary for their needs.			
<b>Required tools:</b>			
Textbook, notebook, classroom, board, lap-top, projector, sound system			
<b>Evaluation criteria ( in %):</b>			
	<b>Evaluation in %</b>	<b>Final grade</b>	
Attendance & Assignments/presentations/case studies	0-50	5	
Mid-term test	51-60	6	
Final exam	61-70	7	
	71-80	8	
	81-90	9	
	91-100	10	
<b>Student obligations:</b>			
<b>Lectures:</b> Students are required to attend lectures regularly in order to acquire knowledge in the field of course. They are also required to participate actively during class discussions on course topics. Completion of assignments is mandatory as they are part of evaluation.		<b>Practice:</b> During the practical part, students will reinforce the subject area by writing letters, CVs, application letters, resumes, and will also deliver presentations as part of the assignments.	
<b>Course obligations:</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/weeks</b>	<b>Total:</b>
Lectures	2	15	30
Tutorials	1	15	15
Practical part	2	15	30
Assignments	1	15	15
Case studies/presentations	1	15	15
Progress tests and quizzes	1	10	10
Independet study	1	15	15
Consultations	1	15	15
Final test preparation and marking	5	1	5
<b>Remarks: 1 ECTS = 25 hours, i.e. if the course has 6 ECTS, the student has to have 150 hours of lectures attended during a semester</b>			<b>Total:</b> 150

Week	Lectures		Practice	
1.	Topic	Hours	Topic	Hours
	Introduction to the course textbook, syllabus, goals, testing and assessment, student anticipation			
2.	Communication: Being a good communicator, An interview with an expert on communication, dealing with communication breakdown – The Financial Times		Case study: The price of success: Making recommendations to improve communication, communication idioms	
	Assignment: Research manuscripts on developing communication skills		Assignment: As a communication Director, write a follow-up email to the Head of Association, summarising the decision you have taken with your reasons.	
3.	International Marketing: International brands, An interview with a professor of international marketing - The Financial Times, brainstorming		Case study: Devising a TV commercial for a new eau-de-cologne, noun phrases and noun compounds	
	Assignment: Expand International marketing and brands by reading the Financial Times Marketing section		Assignment: writing action minutes	
4.	Building relationships: An interview with a Head of a company - Business week- how east is meeting west, Networking		Case study: Designing a plan to improve customer satisfaction and loyalty, multiword verbs, Doing business internationally, revision unit A	
	Assignment: Explore ways of building relationship and trust in a business company		Assignment: Writing a letter to loyal customers	
5.	Success: What makes people/companies successful?, An interview with a company manager – The Telegraph, Negotiating		Case study: Negotiating a sponsorship for a football club, present and past tenses	
	Assignment: Research on building confidence as a way to success		Assignment: Writing a press release letter	
6.	Job satisfaction: Motivational factors, An interview with a Director of a major company – The Sunday Times, Cold calling		Case study: Deciding how to deal with in-house personal relationships, synonyms and word-building	
	Assignment: Research on factors that motivate employees at a company		Assignment: Write a set of guidelines on relationships at work for discussion at the next board meeting	

7.	Risk: Discussing different aspects of risk, An interview with an MD of an Institute of Risk Management, Internationalisation – risk or opportunity – Financial Times, Reaching an agreement		Case study: Evaluating the risks of a new mining venture, describing risk, adverbs of degree, Revision B, Case study – working across cultures	
	Assignment: Explore on what experts say about risk, should it be seen as a risk or as an opportunity		Assignment: Write a report to the CEO with recommendation on what the company should do.	
8.	Mid-term test			
9.	Management Styles: Discussing different aspects of management styles, An interview with an author of a management book, Reading – CBS Times online, Presentations		Case study: Choosing a new project manager for a team. Text reference	
	Assignment: Research on management qualities and prepare a presentation on this topic		Assignment: Write a report to the Board of Directors recommending your preferred candidate as the new Project Manager. Give reasons to justify your decision.	
10.	Team building: Working in teams, a quiz on teamwork, An interview with the founder of a team-building company, reading – recipes for team building – Financial Times. Resolving conflicts at workplace		Case study: How to motivate the sales team?, Draft an action plan on improving the motivation of a sales team. Prefixes – modal perfect	
	Assignment: Research on ways to build a great teamwork and how to overcome conflicts.		Assignment: As a Director, write a letter to your CEO outlining your solution to the problems.	
11.	Raising Finance: Discuss how and where finance can be raised?, An interview with the MD of a private equity firm, Reading – no more easy money – Financial Times. Negotiating skills		Case study: Negotiate finance for a new film. Financial terms Dependent prepositions Revision C.	
	Assignment: Research on improving negotiating skills		Assignment: Write a summary of the points during a negotiating meeting.	
12.	Customer Service: Discuss factors and importance of customer service, An interview with a Manager of a top restaurant; Reading – Customer service is changing the world – Financial Times. Active listening skills		Case study: Dealing with customer complaints. Complaints, gerunds.	
	Assignment: Research on how the world is improving customer service		Assignment: Write a report to the Director of Customer Services summarising the problems that customers have experienced and	

			make recommendations for improving the service to customers.	
13.	Crisis Management: Discuss ways of handling crises. An interview with a professor of ethics and social responsibility. Reading – How not to take care of a brand / Expect the unexpected – Financial Times Asking and answering difficult questions		Case study: Plan a press conference to defend criticism of a video game. Handling crises. Conditionals.	
	Assignment: Research on how companies/organisations have dealt with crises.		Assignment: Write a powerful article for your newspaper, reporting on the press conference you have attended. You can either criticise or praise the company/organisation for the way they have handled the crisis.	
14.	Mergers and Acquisitions: Define and discuss acquisitions, mergers and joint ventures. Listening – An interview with the Director of an M&A research centre. Reading – Green targets – Corporate knights. Making a presentation		Case study: Present recommendations for an acquisition Describing mergers and acquisitions Revision D Discuss on four International negotiations and their experience.	
	Assignment: Research on the experience of major mergers and joint ventures.		Assignment: Write a report to the CEO on the four possible acquisitions, and give your recommendations for acquisitions.	
15.	End term test		Student presentations	

#### LITERATURE

Market Leader - Business English Course Book, Upper Intermediate third edition, 2011, David Cotton  
David Falvey, Simon Kent

Market Leader – Business English Practice File, third edition, 2011, John Rogers

Hollet, Vicki; Business Objectives (International Edition). Oxford University Press, 2009. ISBN: 0-19-457830-5.

#### REMARKS

#### Remarks to the student:

Students are obliged to comply with the code and conduct of the University of Prizren. Any suspected violation of the Code of Conduct, shall be referred to the University officials for further proceeding.