

Business English (B2)

Student workload: 2 SWS

Course leader: David Potter

Course materials

The course leader will provide course materials. These will comprise a series of carefully researched short articles from respected international English-language publications such as *The Economist*.

Course content

The course materials will provide students with the opportunity to examine the business models of companies shaping the so-called data economy. They will include technology giants such as Amazon, Facebook, Google and Uber. The final choice of companies for review will be agreed in the first session. The course leader is willing to take account of students' own business-related interests. Furthermore, the course materials will contain a case study. Students will have the opportunity to work on printed materials (and exercises) in small groups and conduct a negotiation in English. The negotiation will involve two companies which are to negotiate an international sales agreement.

Course objectives

To develop participants' English language skills and, in particular, their ability to:

- learn vocabulary,
- understand key ideas in complex texts,
- summarise complex texts orally and in writing,
- present a company's products and services orally and in writing,
- outline benefits and drawbacks of products and services for users,
- put and/or contradict a viewpoint in a group discussion,
- use appropriate language in professional, stressful environments.

Prerequisites: B1 (European Language Portfolio)

Method of teaching

Self-study time: students will have the opportunity to prepare for each session by completing tasks (e.g. worksheets) that include drafting descriptions of goods and services, summarising complex texts, and outlining arguments in support of a viewpoint. See course objectives for further examples. Class sessions: the course leader will supply the course materials, set the agenda for each class session and ensure that at least two students present the results of their preparation for group discussion and review. Furthermore, the course leader will provide guidance and oral feedback. Class sessions will thus adopt a classic seminar-type format that encourages student participation and group discussion (in English).

Examination: written examination (60 minutes)

Other matters: if you have any questions, please ask (david.potter@hs-offenburg.de).