

Business English I

This course aims to raise students' awareness across a range of business subjects and to help them practise the foreign language as used in the business environment. The students will improve their writing, reading and speaking skills on topics related to Business Administration and Tourism. Additionally, they will familiarise themselves with the business communication strategies and with the Business English terminology commonly used in business journals and documents.

Specific learning objectives and learner outcomes include:

- Understanding how English is used for Academic (EAP) and Specific (ESP) purposes;
- Preparing for a Lecture and Note-taking techniques;
- Familiarizing with Business English terminology and Scientific journals (ex. micro-macro economy, business structure, customer service, e-commerce, business planning, pestle & cosmic models, HR, management styles, leadership);
- Making Requests and Supporting arguments in the context of Business English;
- Using the appropriate style and tone in the context of Business English;
- Learning about Recruitment methods and Job applications: Europass CV, Chronological CV, Covering Letter, LinkedIn.