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Spring, 2015

Sat. 15.45 -17.15 – Amb.126. (14, 28 Febr.,7, 28 March, 9 May)

Welcome to **BBLAN 15700 – Business English –**

**COURSE OBJECTIVE**

The main aim of this Business English course is to help you study basic business principles and vocabulary.

**COURSE CONTENT**

The following areas of the business world will be covered during the course:

1. Personal Development (Developing your career, Behavioural competencies and Setting goals, Self-awareness and Communication)
2. Corporate Image (Corporate social responsibility, Time management, Newsletter articles)
3. Supply Chain (Outsourcing, Logistics, Managing change)
4. Risk Management (Crisis management, Digital risk, Communicating in a crisis)

Each topic is broken down into three modules:

1. Fundamentals (which section focuses on understanding the topic)
2. Vocabulary (this section builds on the important words and phrases associated with the topic)
3. Management skills (where you have the opportunity to develop important skills and techniques for managing business situations. There are lots of group works and problem-solving tasks to engage you and encourage your fluency in using the target language in realistic situations.

**ASSESSMENT**

You will be assessed based on tests following each topic as well as a review test and also on oral presentations and classroom participation.

During the term only two absences can be accepted.

**COURSE MATERIALS:** Business Vocabulary in Use, Cambridge, Bill Mascull, The Business 2.0 Macmillan