

ΠΕΡΙΓΡΑΦΗ ΜΑΘΗΜΑΤΟΣ

Τίτλος Μαθήματος	Business English I				
Κωδικός Μαθήματος	PSM 0103				
Τύπος μαθήματος	Υποχρεωτικό, Θεωρητικό/ Εργαστηριακό				
Επίπεδο	Lower Intermediate/ Intermediate				
Έτος / Εξάμηνο φοίτησης	1 ^ο Έτος, Α' Εξάμηνο				
Όνομα Διδάσκοντα	Λίνα Έλληνα				
ECTS	4	Διαλέξεις / εβδομάδα	1	Εργαστήρια / εβδομάδα	3
Στόχος Μαθήματος	<p>This course is designed to develop lower intermediate students' communication skills they need to succeed in business and to enlarge their knowledge of the business world, so as to increase their career prospects. Ample authentic material is used throughout the course, reflecting the latest trends in purchasing and supply management as well as in shipping. The emphasis is on all four areas of language. Students will be acquainted with basic business English vocabulary through carefully selected reading and listening material. They will learn how to produce brief texts (such as informative paragraphs, emails, and letters) using the appropriate format and business vocabulary. They will further learn how to apply public speaking theory for the delivery of short speeches. Finally, they will learn to work in groups. This should enable them to increase their awareness of group complexities and dynamics.</p>				
Μαθησιακά Αποτελέσματα	<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand basic business vocabulary and terminology related to <ol style="list-style-type: none"> a. managing purchasing and supplies and b. shipping both when reading and listening. 2. Use some of this basic business vocabulary when discussing business topics or producing brief texts. 3. Produce brief texts (such as paragraphs, emails, and letters) on simple business issues using the appropriate format and vocabulary. 4. Apply public speaking theory for the delivery of short (informative) presentations. 5. Develop business some essential business communication skills, such as 				

Tel.: + 357 22 800653 / 828 | Fax.: + 357 22 428273 | Email: mieek@mieek.ac.cy | www.mieek.ac.cy

	taking part in meetings, telephoning, and using English in social occasions. 6. Work in groups and familiarize themselves with the group complexities and dynamics.		
Προαπαιτούμενα	n/a	Συναπαιτούμενα	n/a
Περιεχόμενο Μαθήματος	W1: Career Prospects in Purchasing and Supply Management and in the Shipping Industry W2: Brands, Basic Public Speaking Techniques, Presentation 1, Writing: paragraph W3: Brands, Informative presentations, Presentation 2 W4: Brands, Taking part in meetings, Presentations: Dealing with Q&A, Writing: email W5: Quiz, Travel, Presentation 3 W6: Travel, Global Shipping W7: Writing: Letter, Revision, Midterm Examination W8: Change, Spend Management W9: Change, Presentation 4, Meetings/ briefing notes/ reporting W10: Change, Writing: minutes W11: Change, Socializing, Supply Chain Management1 W12: Organization, Supply Chain Management 2 W13: Organization, Socializing: Introductions and Networking, Writing: email W14: Organization, Revision W15: Final Examination		
Μεθοδολογία Διδασκαλίας	Ποικίλες ασκήσεις που εστιάζουν στους 4 τομείς γλώσσας με παράλληλη χρήση πολυμέσων.		
Βιβλιογραφία	<p><u>Authentic Material:</u></p> <ol style="list-style-type: none"> Articles (from journals, e.g. The Ship Supplier, newspapers etc.) Lectures/ Videos (youtube) <p><u>Required Books:</u></p> <ol style="list-style-type: none"> Cotton, David, et al. <i>Intermediate Market Leader: Business English Course Book</i>. Pearson Longman: 2010, 3rded. Cotton, David, et al. <i>Intermediate Market Leader: Business English Practice File</i>. Pearson Longman: 2010, 3rded. <p><u>Additional Reading:</u></p> <ul style="list-style-type: none"> ✓ Local and international business news on a daily basis (e.g. newspaper portals) ✓ Shipping news (e.g. http://csc-cy.org) 		

	<ul style="list-style-type: none"> ✓ Business English online dictionary (http://www.businessdictionary.com/) ✓ Emmerson, Paul. <i>Essential Business Grammar Builder</i>. McMillan: 2007 (or any other grammar book) 												
Αξιολόγηση	<p><u>Course Assessment:</u></p> <table> <tr> <td>Attendance</td> <td>10%</td> </tr> <tr> <td>Class Participation and Homework</td> <td>5%</td> </tr> <tr> <td>Quiz</td> <td>5%</td> </tr> <tr> <td>Speeches</td> <td>10%</td> </tr> <tr> <td>Midterm Examination</td> <td>30%</td> </tr> <tr> <td>Final Examination</td> <td>40%</td> </tr> </table>	Attendance	10%	Class Participation and Homework	5%	Quiz	5%	Speeches	10%	Midterm Examination	30%	Final Examination	40%
Attendance	10%												
Class Participation and Homework	5%												
Quiz	5%												
Speeches	10%												
Midterm Examination	30%												
Final Examination	40%												
Γλώσσα	English												

Tel.: + 357 22 800653 / 828 | Fax.: + 357 22 428273 | Email: mieek@mieek.ac.cy | www.mieek.ac.cy