

ΠΕΡΙΓΡΑΦΗ ΜΑΘΗΜΑΤΟΣ

Τίτλος Μαθήματος	Business English III				
Κωδικός Μαθήματος	PSM 0305				
Τύπος μαθήματος	Υποχρεωτικό, Θεωρητικό/ Εργαστηριακό				
Επίπεδο	Intermediate				
Έτος / Εξάμηνο φοίτησης	2 ^ο Έτος, Α' Εξάμηνο				
Όνομα Διδάσκοντα	Λίνα Έλληνα				
ECTS	4	Διαλέξεις / εβδομάδα	1	Εργαστήρια / εβδομάδα	3
Στόχος Μαθήματος	<p>This course is designed to consolidate 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. Although students will work on all four areas of language, the emphasis is on enhancing their speaking and listening skills. Students will be acquainted with business English vocabulary through carefully selected reading and listening material. They will learn how to apply public speaking theory for the delivery of informative, persuasive, and impromptu speeches. Moreover, they will practice real business situations (mainly negotiations) through role play and learn how to produce texts (such as short reports). 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 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 business vocabulary when discussing business topics or producing texts. 3. Apply public speaking theory for the delivery of informative, persuasive, and impromptu presentations. 4. Apply negotiation techniques in role-play business situations. 				

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	<ol style="list-style-type: none"> 5. Develop business some essential business communication skills, such as taking part in meetings and using English in social occasions. 6. Produce texts (such as short reports, emails, and letters). 7. Work in groups and familiarize themselves with the group complexities and dynamics. 		
Προαπαιτούμενα	PSM204	Συναπαιτούμενα	n/a
Περιεχόμενο Μαθήματος	<p>W1: International Markets, Outsourcing W2: International Markets, Writing: Argumentative Paragraph W3: International Markets, Role-play: Negotiations W4: International Markets, Case Study, Purchasing Development Model W5: Ethics, Writing: Argumentative Paragraph W6: Ethics, Role-play: Meetings W7: Ethics, Case Study, Achieving Purchasing Excellence W8: Ethics, Revision, Midterm Examination W9: Leadership, Impromptu Speech Techniques W10: Leadership, Impromptu Speech 1, Organizing for Corporate Purchasing W11: Leadership, Case Study, Purchasing Performance Management W12: Competition, Impromptu Speech 2 W13: Competition, Impromptu Speech 3 W14: Competition, Case Study, Impromptu Speech 4, Revision W15: Final Examination</p>		
Μεθοδολογία Διδασκαλίας	<p>Ποικίλες ασκήσεις που εστιάζουν στους 4 τομείς γλώσσας με παράλληλη χρήση πολυμέσων.</p>		
Βιβλιογραφία	<p><u>Authentic Material:</u></p> <ol style="list-style-type: none"> 1. Articles (from journals, e.g. The Ship Supplier, newspapers etc.) 2. Lectures/ Videos (youtube) <p><u>Required Books:</u></p> <ol style="list-style-type: none"> 1. Cotton, David, et al. <i>Intermediate Market Leader: Business English Course Book</i>. Pearson Longman: 2010, 3rded. 2. 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) ✓ 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>Speeches</td> <td>15%</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%	Speeches	15%	Midterm Examination	30%	Final Examination	40%
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Γλώσσα	English										

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