



UNIVERSITETI I EJL
JHE YHMBEP3MTET
SEE UNIVERSITY

English for Specific Purposes 1 (ESP 1)

Business Administration Faculty

Groups:

Lecturer:

Appointments:

Overview

English for Specific Purposes 1 (ESP 1) is a one semester course meeting 2 class hours per week. All students of the Faculty of Business Administration are required to take in continuity the 2-semester program starting from their 3rd semester after they have completed Level 4 of General English, i.e. Basic Skills English. At this level students are expected to have an intermediate level of English and the basic concepts of business and economics in their first language.

English for Specific Purposes 1 is a comprehensive course of reading, speaking, listening and writing for learners of at least intermediate level of English, who are supposed to acquire the key concepts of business and economics. These concepts are taken from the most important areas of management, production, marketing, finance and macroeconomics.

Objectives

- Present you with the concepts found in business and economics books, newspapers, articles and websites;
- Develop your comprehension of business and economics texts;
- Develop your listening skills in the field of business and economics;
- Develop your ability to express business concepts, by reformulating them in your own words while summarizing, analyzing, criticizing and discussing ideas.
- Develop your writing of business formal communication through writing business letters, memos, reports and business plans.
- Develop your ability to work effectively in teams or groups.

Outline

Please note: This schedule may be revised in class.

Week	Content	Class / Home Assignments
1 & 2	Introduction to the subject and syllabus Unit 1: Companies Reading: A matter of choice Language : Present simple and continuous Vocabulary: Companies and careers Skills: Talking about your job Culture at work: Hierarchy Dilemma& Decision: The virtue of necessity	
3 & 4	Unit 2: Leadership Reading: when to terrorise talent Language : Articles Vocabulary: Collocations with <i>set, meet, make, take</i> Skills: Getting things done Culture at work: Decision-making Dilemma& Decision: Mission Impossible?	
5 & 6	Unit 3: Strategy Reading: Nike's goddess Language : Future forms Vocabulary: Strategy Skills: Short presentations Culture at work: Attitudes to timing Dilemma& Decision: Harley's angels (memo)	
7& 8	Unit 4: Pay Reading: The reward of failure Language : Present perfect and past simple Vocabulary: Jobs Skills: Evaluating performance Culture at work: Fixed objectives or flexibility? Dilemma& Decision: Success at what price? (memo)	
9	Quiz 1	
10 & 11	Unit 5: Development Reading: Gas for Peru vs green imperialism	

	<p>Language : Modals of likelihood Vocabulary: Development and the environment word form Skills: Showing cause and effect Culture at work: Dealing with unclear situations Dilemma& Decision: Striking a balance (short report)</p>	
12& 13	<p>Unit 6: Marketing Reading: Money can buy you love Language : Comparatives and superlatives Vocabulary: Marketing Skills: Considering alternatives Culture at work: Factual or vague? Dilemma& Decision: a scent of risk (action plan)</p>	
	Quiz 2	
14 & 15	<p>Unit 7: Outsourcing Reading: The great job migration Language : Conditionals 1&2 Vocabulary: Offshoring collocations Skills: making suggestions Culture at work: Decision-making Dilemma& Decision: Going offshore (full-length report)</p>	

Evaluation	100 %
Attendance /Participation	20%
Journals & Homework	20%
Quizzes (1&2)	20%
Final Exam	40%

Grading scale:

- 95% --100% = 10
- 86% --94% = 9
- 77% -- 85% = 8
- 68% -- 76% = 7
- 60% -- 67 % =6

Required Textbook

- Tonya Trappe and Graham Tullis. "**Intelligent Business – Intermediate Coursebook**", First Impression 2006, Longman.

Additional Materials (not compulsory)

- Lesikar, Raymond V; John D. Pettit, Jr and Marie E. Flatley. "**Lesikar's Basic Business Communication**", Irwin McGraw-Hill, 1999
- Littlejohn, Andrew. "**Company to Company: A communicative approach to business correspondence in English**", Third Edition 2000, Cambridge University Press
- www.intelligent-business.org

Attendance

Students are expected to come to class on time. If they are late it will be properly noted by the teacher in the class register list. Three late comings results in one unexcused absence. If a student has **three unexcused absences**, he/she will not be allowed to take the final exam. Furthermore, one unexcused absence is counted as one percent of the final grade.