

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Business English
Name of the subject in English:	Business English
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-BUSNEN-05-GY
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Foreign Languages
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will understand the basics of the operation and principles behind the economy. They will be able to debate, compare and contrast, argue for and against on a higher level of business language skills. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate e.g. projects or available data and they will also be able to design and give a presentation and write essays.

SUMMARY OF THE CONTENT OF THE SUBJECT

This course is tailored to give insight into the basics of economic and business studies, and it provides the students with the basic concepts and practices of the subject. Students are expected to analyze texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent business communication and understand business-related texts and topics. They are also expected to do individual research into certain topics.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The students are expected to actively take part in the lessons, complete hand-in assignments (essays, from a list published on Coospace) and to make a presentation based on their research (the possible topics are listed on Coospace) using visuals and data. In order to make the world of business real, referring to personal experiences and future plans is appreciated.

EVALUATION OF THE SUBJECT:

Written exam based on short questions and essay questions, based on the actual materials covered. The written test consists of short open questions, multiple choice questions, true/false statements, definitions, gap-fill and ranking activities, etc. as well as essay questions that require various written skills including reviewing articles of students' choice, arguing for and against, explaining cause and effect, exposing practices, analysing events, etc. The most important element though is the presentation and active participation is expected.

Grading:

Below 60% - Fail (1)

60%-69% - Pass (2)

- 70%-79 - Satisfactory (3)
- 80%-89% - Good (4)
- 90%- - Excellent (5)

The knowledge acquired in the course of practical classes is assessed in the term-time by practical grades. Practical grades evaluate the practical work done by the student in the course of the whole term. It qualifies the level on which students can put their theoretical knowledge into practice. Students must fulfil the requirements of practical classes during term-time. Practical grades are awarded on a five-grade scale.

OBLIGATORY READING LIST:

- Allison, John: *The Business 2.0 : B1+ Intermediate Advanced Student's Book*. Macmillan Education, 2013
- Allison, John: *The Business 2.0 : C1 Advanced Student's Book*. Macmillan Education, 2013
- Anderson, Chris: *TED talks : the official TED guide to public speaking*. Headline, 2016
- Murphy, Raymond: *English grammar in use : a self-study reference and practice book for intermediate learners of Engli*. Cambridge Univ. Press, 2019
- Vince, Michael: *Macmillan english grammar in context : advanced, with key*. Macmillan, 2008

RECOMMENDED READING LIST:

- *Listening & speaking for first : with answer key*. MacMillan, 2014
- Emmerson, Paul: *Business grammar builder : intermediate to upper-intermediate : clear explanations for real situatio*. Macmillan, 2010
- John, Steve: *Market leader : intermediate business english practice file*. Pearson Education Limited, 2014
- Viczena Andrea: *1000 questions 1000 answers : business English : [B2, C1]*. Lexika, 2014
- EMMERSON, PAUL: *Business Vocabulary Builder*. 2nd Edition, Oxford, MacMillan ELT, 2010