

R 261 A Business English 2

Program: English for Business Studies (workload: 60 hours)

Teaching / learning aims:

Listening comprehensions,

Business vocabulary

Spoken language skills: idiomatic English and Business English

Polite formulations

Topics:

About time, time management

Marketing, advertising, promotion (U.10-12), 4 P's

Production and products (Unit 8 +9)

Supply chain management

Influence of state and society on business

International trade + cross cultural trade (U.27 + 5)

Test: (week of May 29 - June 2/ duration: 1 hour)

Assessment: 75% attendance minimum, written exam

Lecturer: Prof. Dr. Ihle-Schmidt

ECTS: 4