

# R 161 A Business English 1

Learning/Teaching Aims: (workload 90 hours)

Stabilisation of grammar (focus on 'typically German' problems),  
(Tenses, passive v., ACI, Gerund, Modal Auxiliaries, if-clauses, etc.  
Expanding the vocabulary: individual language profile, (-tion, -ieren)  
Basic business vocabulary in business contexts  
Idiomatic expressions  
Politeness and polite formulations

Typical Business Situations: Multimedia program "Tell me more"

Orientation Test (second session)

Business Topics

Three sectors of the economy (Unit 1)

Management (U.2): skills, tasks,

Motivation and means of motivation

Company structures (U.3): and entrepreneurial functions, work sequence org.,  
structural organisation, forms of companies, etc.

Customer-company relationship:

Sales, Marketing, and Promotion (U.10-12), 4 P's

Production and Products (U8+9)

**Assessment:** 75% attendance minimum, written exam

**Lecturer:** Prof. Dr. Ihle-Schmidt

**ECTS:** 4