

## Public Management Bachelor Programme

<b>Module</b>	<b>21 – English for Specific Purposes I</b>		
Semester	3 <sup>rd</sup> semester (summer semester)		
Courses	a) English for General Professional Purposes (S) <span style="border: 1px solid black; padding: 0 2px;">EN</span> b) English for Public Management / Law (S) <span style="border: 1px solid black; padding: 0 2px;">EN</span> c) International Project Week (P) <span style="border: 1px solid black; padding: 0 2px;">EN</span>		
Workload	6 SPW	5 credits	150 workload hours (45 attendance hours, 105 self-study hours)
Admission prerequisites	Placement test at level B2 of the Common European Framework of Reference for Languages (CEFR)		
Module coordinator	Gabriele Marx-Tilp M.A.		

### 1. Learning outcomes

- a) Students will acquire basic language skills that equip them to handle situations arising in their everyday working life professionally in English. They will be able to deal with standard situations involving business contacts from initial introductions to phone calls and written communication by e-mail or letter.
- b) Students will be familiar with the terminology and basics of macroeconomics and business administration and be able to reproduce facts from an economic perspective. They will be able to give a presentation in English on topics related to business and economics using the presentation techniques they have learnt.
- c) Students will have improved their social, cultural and communication skills and be in a position to make associations between the content of this course and other modules they are studying.

### 2. Recommended prior knowledge and skills

English level B2 of the Common European Framework of Reference for Languages (CEFR)

### 3. Contents

- a)
  - Socialising
  - Telephoning
  - Eating Out
  - Business Correspondence
  - Intercultural Communication
- b)
  - Economics, Business Cycle, Starting One's Own Business, Legal Entities, Management and Leadership, Marketing, Organisation of Companies and Authorities
  - Presentation Techniques (Building Up Confidence, Non-verbal Communication, Speech Training, Pronunciation Training, Phonetics, Mind Mapping, Structuring, Argumentation, Visuals, Graphs, Dealing with Questions and Comments, Anchor Technique for Exam Nerves) Miscellaneous Business-related Topics
- c)
  - International project (choice of approx. 30 different topics)

### 4. Modes of teaching and learning, workload

Language lecture with active feedback from students (45 hrs); preparation and revision of lectures (40 hrs); preparation of presentation (20 hrs), exam preparation (15 hrs); participation in the IPW (30 hrs).

### 5. Types of examination

1. Presentation (30 minutes)
2. Written exam (60 minutes)
3. Active participation in the IPW (not graded)

### 6. Literature

SWEENEY, Simon: *English for Business Communication*, 2<sup>nd</sup> edition, Cambridge 2003; EMERSON, Paul: *Business Vocabulary Builder: The words & phrases you need to succeed*, Oxford 2010; MURPHY, Raymond: *English Grammar in Use*, 4<sup>th</sup> edition, Cambridge 2012.