



Course number: 16BWBP1642
Business English III
Study Level:
Bachelor/Undergraduate and
Master/Graduate

Prof. Dr. Sharon Zaharka

Language of Instruction: English
ECTS Credits: 5

This course sequence is taught in the BWB program and is intended for international students who wish to acquire the ability to use the English language in the business context in oral production at the C1 level of the Common European Framework of Reference for Languages.

Students develop a sensitivity to the distinction between formal and informal English. They will be able to react appropriately and express themselves linguistically in various communicative situations (small talk, meetings, presentations). The focus in this course is to develop confidence and fluency in speaking Business English in a professional context.

The course provides an overview of business vocabulary in the areas of Economics, Marketing, Distribution, Human Resources, Manufacturing, and Quality. Articles from a variety of resources will be studied and business vocabulary therefrom focused on. Students apply the insights from these articles to company situations.

Students give spotlight presentations on economic regions (of their choice) and leading companies from those regions to enhance presentation skills

In-semester assessment: 2 vocabulary tests, 1 group presentation = 20%

Final exam: 20-minute exam of spoken Business English, students come to exam in pairs = 80%