

Identification	Subject	Academic English 4 Credits ECO
	Department	English Language and Literature
	Program	Undergraduate
	Term	Fall, 2026
	Instructor	Sevda Ibrahimli
	E-mail:	ibrahimli.sevda65@gmail.com
	Phone:	(077) 2779935
	Classroom/hours	8
	Office hours	Monday; Wednesday; Friday 11:50-16:50
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	1. Market Leader by David Cotton. Intermediate-Pearson (Student's book and workbook) 2. Business Vocabulary in Use by Bill Mascull. Intermediate 3. <i>The Economist</i> articles 4. Jon Marks, <i>Banking and Finance</i>, second edition 5. Ian Mackenzie, <i>English for the Financial Sector</i> 6. Julie Pratten, <i>Absolute Financial English</i> 7. Michael Duckworth, <i>Business Grammar & Practice</i>, new edition 8. Essential Grammar in Use by Raymond Murphy, Intermediate	
Course outline	This course is designed for intermediate to upper-intermediate university students to meet requirements of the English language curriculum. Academically oriented materials address issues of universal and current interest to ensure extensive reading experience. Texts deal with problems that are of particular concern to learners for initiating discussion on a broad selection of business topics. Each text is followed by exercises to help students remember the facts, understand the main idea, recycle and reinforce their vocabulary and apply what they have learned to their writing needs. The course develops overall competence in using Business English and promotes independence in reading and writing through increased target vocabulary.	

Course objectives	1. Developing students' command of business vocabulary 2. Fostering an awareness of business setting and business environment 3. Helping students to communicate in English during day to day workplace scenarios such as presentations, negotiations, meetings, small talk, socializing, writing reports etc. 4. Reflecting on range of topics including recent developments in global relations and financial practice
Learning outcomes	On successful completion of the course students are expected:

	1. to substantially develop and increase their vocabulary through the new content area 2. be familiar with current business trends 3. to acquire a skill of communicating naturally in target area 4. to do business presentations in English, negotiate and to gain confidence in business writing		
Teaching methods	Reading passages covering a wide range of topics with comprehension and postreading activities		
	Extensive vocabulary study focused on business area		
	Discussions		
	Writing based on the course topics		
	Listening activities		
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Writing Project		10
	Speaking Examination		10
	Extensive Reading		10
	Activity & Participation		5
	Final Exam		35
	Total		100

Assessment	Writing portfolio The students are expected to write emails, memos, reports on topics discussed during the semester. Speaking Examination The Speaking exam will consist of an interview between the exam taker and the instructor. Exam taker will choose one of the provided cards which asks them to talk about a particular topic (the discussed topics in the coursebook). They have one minute to prepare before speaking up to 3-4 minutes. Extensive Reading Short stories and staged simplified novels are selected and assigned to be read by the students. The students should fluently and confidently process a text for its meaning and prepare summary of the reading material. Participation Attendance is crucial. If students can't attend 25% of the classes, they won't be allowed to take an exam and will be considered as failed.
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Policy	COURSE POLICIES	
	* Attendance (Lateness): It is important absences can be detrimental to one’s grade due to the number of class activities (presentations, and class participation) and complexity of the subject. In case the students is late for more than 10 minutes after the beginnings of lessons, he/she will be marked as absent. * Missed exams or assignments: A notification should be given in advance if the student is unable to attend the scheduled presentation or test. Full class participation and completion of assigned homework are necessary. * Academic Dishonesty: Any plagiarism while studying will be severely penalized (by a non-pass for the course). Reference should be given to the sources used in the work. However, any research paper consisting of references and citations only, without further analysis by the student, will not be acceptable either. Cheating during the tests will be penalized likewise. * In class regulations: With exception of plain drinking water, no food or beverages (including chewing gums) are allowed during the classes. Students are not allowed to use their mobile phones for making phone calls, texting and surfing internet (unless the instructor has given specific assignment). * Teacher evaluation: In the end of the course (possibly even twice during the whole semester) the students will be requested to evaluate their teacher's work and encouraged to take it seriously as their evaluation can help with further developments in the given subject.	
Tentative Schedule		
Week	Topics	
1	Brands Grammar: Simple Present and Continuous Write: A brief e-mail about your favorite brands . Case Study: Hudson Corporation: decide how a luggage manufacturer can protect its brand. Language Work: Words that go with brands; products and market.	M.L.I. Unit 1 Business Grammar & Practice

2	Travel Grammar: Simple Present and Continuous Write: an email about your latest travel. Case study: Retain a travel agent's key client. Language work: USA and UK travel words.	Unit 2 Business Grammar & Practice
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3	Change Grammar: Past simple & Present perfect. Write: memo about managing meetings. Case study: Acquiring Asia entertainment; Solve the problems arising from a recent merger. Language work: Words for describing change.	Unit 3 Business Grammar & Practice
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4	Organisation Grammar: Present Perfect and Past Simple Write: a formal memo to the board comparing the candidates and making a final recommendation. Case study: In Step's relocation: decide on the relocation site of a shoe manufacturer. Language work: Words & expressions to describe company structure.	Unit 4 Business Grammar & Practice
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5	Advertising Grammar: Articles Write: Summary. Case study: Alpha advertising: Develop an advertising campaign. Language work: Words & expressions for talking about advertising.	Unit 5 Business Grammar & Practice
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6	Money Grammar: Comparatives and superlatives Write: a formal report to the management board on current financial stand. Case study: Make a pitch: present a new idea to investors. Language work: Words & expressions for talking about finance.	Unit 6 Business Grammar & Practice
7	Review lesson	
8	Midterm	
9	Cultures Grammar: Idioms Write: Cultural awareness in business Case study: Business culture briefing. Prepare a talk on business culture Language work: Idioms for talking about business relationships. Advice, obligation & necessity.	Unit 7 Business Grammar & Practice
10	Human Resources Grammar: -ing forms & infinitives Write: fill in application form for job vacancy. Write an email to the hiring managers. Case study: Fast fitness: find a manager for a health club chain. Language work: expressions for talking about job applications.	Unit 8 Business Grammar & Practice

11	International Markets Grammar: conditions Write: memo on development of international market. Case study: Pampas Leather Company. Negotiate a deal on leather goods. Language work: Words & expressions about talking free trade.	Unit 9 Business Grammar & Practice
12	Ethics. Grammar: Narrative tenses Write: questions on ethics at work. Write report. Case study: Principles or profit...? Debate some ethical dilemmas facing a drugs company. Language work: Words to describe illegal activity or unethical behavior.	Unit 10 Business Grammar & Practice
13	Leadership Grammar: Relative clauses Write: a short report of the points discussed, and recommendations made by the group. Case study: Lina sports: decide on the best leader for a troubled sportswear manufacturer. Language work: words to describe character.	Unit 11 Business Grammar & Practice
14	Speaking exam.	

15	Presentation delivery lesson.	
16	Review lesson	
17	Final Test	