

<b>Identification</b>	<b>Subject(code, title, credits)</b>	<b>ENGL 216 ESP (Economics) 3KU/6ECTS</b>
	<b>Department</b>	English Language and Literature
	<b>Program(undergraduate, graduate)</b>	Undergraduate
	<b>Term</b>	Spring, 2023
	<b>Instructor</b>	Konul Hajiyevea
	<b>E-mail:</b>	konul.hajiyevea@khazar.org
	<b>Phone:</b>	
	<b>Classroom/hours</b>	6 hours
	<b>Office hours</b>	As scheduled
<b>Prerequisites</b>	ENGL 103	
<b>Language</b>	English	
<b>Compulsory/ Elective</b>	Compulsory	
<b>Required textbooks and course materials</b>	<ol style="list-style-type: none"> <li>1. Business Benchmark, Upper Intermediate, Cambridge, Guy Brook-Hart, 2013</li> <li>2. Market Leader Upper-Intermediate Level, Pearson Longman, David Cotton, David Falvey, Simon Kent, 2012</li> <li>3. Business Vocabulary in Use by Bill Mascull, Upper-Intermediate, 2015</li> </ol>	
<b>Course outline</b>	<p>This course is designed to help university students with upper-intermediate level English language skills satisfy the requirements of the English language curriculum. Academically oriented publications cover universal and topical problems to provide a comprehensive reading experience. Texts address issues of specific concern to learners in order to spark conversation on a wide range of business themes. Exercises accompany each text to assist students recall the information, understand the primary idea, recycle and reinforce their vocabulary, and apply what they've learned to their writing demands. Through enhanced target vocabulary, the course improves general competency in using Business English and encourages independence in reading and writing.</p>	
<b>Course objectives</b>	<p><b>ESP for economics students aims to:</b></p> <ul style="list-style-type: none"> <li>-Provide students with essential language skills to deal with business contexts</li> <li>-Improve their negotiation and presentation abilities for business talks</li> <li>-Increase their knowledge and elements of economical language units in English with the use of authentic materials</li> </ul>	
<b>Learning outcomes</b>	<p><b>By the end of the course the students are supposed to:</b></p> <ul style="list-style-type: none"> <li>-Communicate autonomously and effectively in English</li> <li>-Negotiate in business negotiations to obtain agreement by freely expressing their viewpoints</li> <li>-Be prepared with current Business English language forms</li> </ul>	

	-Read and scan to determine the main point of a piece of writing, -Acquire the knowledge and flexibility required to examine a book from several perspectives and generate unique meanings, -Be able to deduce external meanings from text		
<b>Teaching methods</b>	<b>Predicting the Meaning of a Text</b>		+
	<b>Determining the Purpose of a Text</b>		+
	<b>Using Strategies to Improve Understanding of the Text</b>		+
	<b>Reading Aloud and Monitoring</b>		+
<b>Evaluation</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm Exam</b>	<b>April</b>	30
	<b>Extensive Article Reading</b>	<b>Every 2 weeks</b>	10
	<b>Business Writing/ Business Proposals</b>	<b>Once a month</b>	6
	<b>Presentation of one the Proposals</b>	<b>First 2 weeks of May</b>	4
	<b>Speaking</b>	<b>A week before Final</b>	5
	<b>Quiz</b>	<b>In the second week of May</b>	5
	<b>Participation</b>	<b>During semester</b>	5
	<b>Final Exam</b>	<b>June</b>	35
	<b>Total</b>		100
<b>Assessment/Policy</b>	<b>Assessment</b> The course participants are expected to understand that the assessment system of this program is made up of both <i>formative</i> and <i>summative</i> components. This means that the overall score you will get at the end of this program would not be based upon your performance in exams perse (mid-term and final). The quality of your classroom participation, the way you will deal with your weekly assignments (including summaries, presentations, group work, etc.) will also make 25 percent of your overall score. Hence, it is expected that all participants pay due attention to each component of the assessment fairly and do their best in fulfilment of the expectations. If you feel that any of these requirements sounds vague and you are not sure of what you are expected to do, do not hesitate to ask for clarification from the course instructor as soon as possible. <b>Course Policy</b> * <b>Attendance (Lateness):</b> 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 are late for more than 10 minutes after the beginnings of lessons, he/she will be marked as absent. * <b>Missed exams or assignments:</b> 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.		

	<p><b>* Academic Dishonesty:</b> 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.</p> <p><b>* In class regulations:</b> 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).</p>
--	---

Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments/Reading
1	Week 1	<b>Introduction</b> <b>Human Resources</b> <b>Staff development</b> <b>Job Description and job satisfaction</b> <ul style="list-style-type: none"> <li>- Recruitment brochure, Trading at Deloitte in China</li> <li>- Skills development college</li> <li>- Human resources manager, staff training report</li> <li>- Job responsibilities</li> <li>- Countable and uncountable nouns</li> <li>- Asking questions, expressing likes, introducing reasons</li> </ul>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
2	Week 2	<b>Getting the right job</b> <b>Making contact</b> <ul style="list-style-type: none"> <li>- Job satisfaction at Sony Mobile Communications</li> <li>- A telephone quiz, phone answering tips</li> <li>- Website entry, a short email and an email of job application</li> <li>- Phrases expressing enthusiasm forms</li> </ul>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
3	Week 3	<b>Marketing</b> <b>Breaking into the market</b> <b>Launching a product</b> <ul style="list-style-type: none"> <li>- Promoting AXE, going viral in India and China</li> <li>- The drink Me Chai success story</li> <li>- A marketing report</li> <li>- Infinitive or verb+ -ing</li> </ul>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level

<b>4</b>	<b>Week 4</b>	<b>A stand at a trade fair</b> <ul style="list-style-type: none"> <li>- <i>Being persuasive</i></li> <li>- <i>The London Contemporary Design Show</i></li> <li>- <i>Preparing an exhibition</i></li> <li>- <i>The art of agreeing , an email summarizing an agreement</i></li> <li>- <i>What makes people persuasive</i></li> <li>- <i>Email correcting, an email confirming terms</i></li> <li>- <i>Formal requests, first and second conditionals</i></li> </ul>	Business Benchmark, Upper intermediate Business Vocabulary In Use Upper-intermediate level
<b>5</b>	<b>Week 5</b>	<b>Entrepreneurship</b> <b>Starting a business</b> <b>Financing a start-up</b> <ul style="list-style-type: none"> <li>- <i>An international franchise</i></li> <li>- <i>Raising finance</i></li> <li>- <i>A letter of enquiry</i></li> <li>- <i>Prepositions in time phrases</i>  <i>Noun phrases connected with starting companies, assets, collateral, etc.</i></li> </ul>	Business Benchmark, Upper intermediate Business Vocabulary In Use Upper-intermediate level
<b>6</b>	<b>Week 6</b>	<b>Expanding into Europe</b> <b>Presenting your business idea</b> <ul style="list-style-type: none"> <li>- <i>Heidelberg Technology Park vs. Biopole Lausanne</i></li> <li>- <i>Making the most presentations</i></li> <li>- <i>A new location in Europe</i></li> <li>- <i>Signalling the parts of a presentation</i></li> <li>- <i>Making recommendations</i>  <i>Place, space, room, opportunity, possibility, option</i></li> </ul>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate level
<b>7</b>	<b>Week 7</b>	<b>Business abroad</b> <b>Arranging business travel</b> <b>Business conferences</b> <ul style="list-style-type: none"> <li>- <i>How business travel is changing</i></li> <li>- <i>Travel, journey, trip</i>  <i>Modal verbs: perfect forms</i></li> </ul>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
<b>8</b>	<b>Week 8</b>	<b>Revision</b> <b>Midterm Exam</b>	
<b>9</b>	<b>Week 9</b>	<b>Business meetings</b> <b>Spending the sales budget</b> <ul style="list-style-type: none"> <li>- <i>A survey of meetings</i></li> <li>- <i>DF Software</i></li> <li>- <i>A report on the use of private company jets</i></li> <li>- <i>Collocations describing reasons for</i></li> </ul>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level

		<i>meetings</i> - <i>Using the passive to express opinions and ideas</i>	
<b>10</b>	<b>Week 10</b>	<b><i>Social media and business</i></b> <b><i>Business and the environment</i></b> - <i>Staff survey</i> - <i>Relative clauses</i> - <i>Expressing results</i> - <i>Phrases followed by a verb +ing</i>	Business Benchmark Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
<b>11</b>	<b>Week 11</b>	<b><i>A staff survey</i></b> <b><i>Offshoring and outsourcing</i></b> - <i>When should we outsource</i> - <i>Staff reactions, calls to HR</i> - <i>Survey report</i> - <i>Words and phrases expressing numbers</i> - <i>Report verbs and reported speech, third conditional</i>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
<b>12</b>	<b>Week 12</b>	<b><i>Customer relations</i></b> <b><i>Customer satisfaction and loyalty</i></b> <b><i>Communication with customers</i></b> - <i>A memo, Turning complaints to your advantage</i> - <i>An email apologizing and explaining why you'll be late</i> - <i>Relative clauses, revenue, outcome, etc.</i>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
<b>13</b>	<b>Week 13</b>	<b><i>Corresponding with customers</i></b> - <i>A letter about a new service</i> - <i>An email from a dissatisfied customer</i> - <i>Preparing a letter or email of complaint</i> - <i>Last and latest</i> - <i>Expressing results</i>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate Level
<b>14</b>	<b>Week 14</b>	<b><i>Business across cultures</i></b> - <i>Working in another culture</i> - <i>A job advertisement</i> - <i>A short talk, working China and Europe</i> - <i>Phrases followed by a verb+ ing</i>	Business Benchmark, Upper Intermediate Business Vocabulary In Use Upper-intermediate level
<b>15</b>	<b>Week 15</b>	<b>Revision</b> <b>Quiz</b> <b>Speaking exam</b>	
		<b>Final Exam</b>	