

Identification	Subject(code, title, credits)	ENGL 216 ESP 3KU/6ECTS
	Department	English Language and Literature Department
	Program(undergraduate, graduate)	Undergraduate
	Term	Spring, 2023
	Instructor	Ulkar Gahramanli
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	Classroom/hours	As scheduled
	Office hours	as scheduled
Prerequisites	ENGL 103	
Language	English	
Compulsory/ Elective	Compulsory	
Required textbooks and course materials	1. Market Leader Upper-Intermediate Level,Pearson Longman, David Cotton, David Falvey, Simon Kent, 2012 2. Business Vocabulary in Use by Bill Mascull, Upper-Intermediate, 2015 3. Business Benchmark , Upper Intermediate, Cambridge, Guy Brook-Hart, 2006 (for extra class activities)	
Course outline	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.	
Course objectives	ESP for economics students aims to: -provide students with essential language skills to deal with business contexts -improve their negotiation and presentation abilities for business talks - increase their knowledge and elements of economical language units in English with the use of authentic materials.	
Learning outcomes	By the end of the course the students are supposed to: --communicate autonomously and effectively in English -negotiate in business negotiations to obtain agreement by freely expressing their viewpoints -be prepared with current Business English language forms	

	-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		
Teaching methods	Predicting the meaning of a text		+
	Determining the purpose of a text		+
	Using strategies to improve understanding of the text		+
	Reading aloud and monitoring		+
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	April	30
	Extensive article reading	Every 2 weeks	10
	Business Writing/ Business proposals	Once a month	6
	Presentation of one the proposals	First 2 weeks of May	4
	Speaking	A week before Final	5
	Quiz	In the second week of May	5
	Participation	Till the final exam	5
	Final Exam	June	35
	Total		100
Policy/ Assessment	<p>Assessment 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.</p> <p>COURSE POLICIES</p> <p>* 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 are late for more than 10 minutes after the beginnings of lessons, he/she will be marked as absent.</p> <p>* 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.</p> <p>* 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</p>		

	<p>likewise.</p> <p>* 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).</p> <p>* 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.</p>
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Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments/Reading
1	Week 1	Introduction Human Resources Staff development, Job Description and job satisfaction <ul style="list-style-type: none"> - Recruitment brochure, Trading at Deloitte in China - Skills development college - Human resources manager, staff training report - Job responsibilities - Countable and uncountable nouns - Asking questions, expressing likes, introducing reasons 	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level
2	Week 2	Getting the right job, Marking contact <ul style="list-style-type: none"> - Job satisfaction at Sony Mobile Communications - A telephone quiz, phone answering tips - Website entry, a short email and an email of job application - Phrases expressing enthusiasm 	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level
3	Week 3	Marketing <ul style="list-style-type: none"> - Breaking into the market - Launching a product - Promoting AXE, going viral in India and China - The drink Me Chai success story - A marketing report - Infinitive or verb+ -ing 	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level
4	Week 4	A stand at a trade fair <ul style="list-style-type: none"> - Being persuasive - The London Contemporary Design Show - Preparing an exhibition - The art of agreeing , an email 	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level

		summarizing an agreement - What makes people persuasive - Email correcting, an email confirming terms - Formal requests, first and second conditionals	
5	Week 5	Job satisfaction - Motivation and a quiz on stress - What makes a job satisfying - Virginia Business Online- Perks that work - Words for describing motivating factors, passives - Handling difficult situations, guidelines	Market Leader, Upper intermediate, Unit 5 Business Vocabulary In Use Upper-intermediate level
6	Week 6	Entrepreneurship - Starting a business - Financing a start-up - An international franchise - Raising finance - A letter of enquiry - Prepositions in time phrases - Noun phrases connected with starting companies, assets, collateral, etc.	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level
7	Week 7	Expanding into Europe - Presenting your business idea - Heidelberg Technology Park vs, Biopole Lausanne - Making the most presentations - A new location in Europe - Signalling the parts of a presentation - Making recommendations Place, space, room, opportunity, possibility, option	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level
8	Week 8	Business abroad - Arranging business travel - Business conferences - How business travel is changing - Travel, journey, trip - Modal verbs: perfect forms	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level
9	Week 9	Business meetings - Spending the sales budget - A survey of meetings - DF Software - A report on the use of private company jets - Collocations describing reasons for meetings Using the passive to express opinions and ideas	Business Benchmark , Upper intermediate Business Vocabulary In Use Upper-intermediate level

10	Week 10	Social media and business <ul style="list-style-type: none"> - Business and the environment - Staff survey - Relative clauses - Expressing results - Phrases followed by a verb +ing 	Business Benchmark Upper intermediate Unit 15 Business Vocabulary In Use Upper-intermediate level
11	Week 11	A staff survey <ul style="list-style-type: none"> - Offshoring and outsourcing - When should we outsource - Staff reactions, calls to HR - Survey report - Words and phrases expressing numbers Report verbs and reported speech, third conditional	Business Benchmark Upper intermediate Unit 15 Business Vocabulary In Use Upper-intermediate level
12	Week 12	Customer relations <ul style="list-style-type: none"> - Customer satisfaction and loyalty - Communication with customers - A memo, Turning complaints to your advantage - An email apologizing and explaining why you'll be late Relative clauses, revenue, outcome, etc.	Business Benchmark Upper intermediate Unit 15 Business Vocabulary In Use Upper-intermediate level
13	Week 13	Corresponding with customers <ul style="list-style-type: none"> - A letter about a new service - An email from a dissatisfied customer - Preparing a letter or email of complaint - Last and latest - Expressing results 	Business Benchmark Upper intermediate Unit 15 Business Vocabulary In Use Upper-intermediate level
14	Week 14	Business across cultures <ul style="list-style-type: none"> - Working in another culture - A job advertisement - A short talk, working China and Europe Phrases followed by a verb+ ing	Business Benchmark Upper intermediate Unit 15 Business Vocabulary In Use Upper-intermediate level
15	Week 15	The future of business <ul style="list-style-type: none"> - Personal predictions - New working model for the future - Describing the future, prediction and probability Telephoning customers and getting the right information	Market Leader, Upper intermediate, Unit 14 Business Vocabulary In Use Upper-intermediate level
16	Week 16	Revision Final Exam	

