

Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Business English II		
Scientific area	Languages		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Spring
Hours per week	3	Hours per semester	TP: 39; OT: 13
Objectives of the course	This course includes authentic materials from the business world. Training simulations and actual professional activities and contact systematically expand participant English-language proficiency in diverse aspects of written and oral business/professional communications, including public speaking, negotiating, case study analysis, correspondence, report, and proposal writing. It familiarizes students with business terminology and prepares them to understand academic lectures, make oral presentations, and lead discussions and negotiations, read scholarly books and journals.		
Entry requirements	There aren't any.		
Course contents	<ul style="list-style-type: none"> • Speaking - Business presentations, negotiations, telephoning, meetings, interviews, discussions of case studies, social interactions, pronunciation. • Reading/Vocabulary - Business-related and intercultural topics, vocabulary and idioms. • Writing - Business letters, memos, proposals, reports, leaflets, brochures, announcements, résumés, word processing. • Grammar - Systematic approach with emphasis on business purposes. • Projects - Business plans, conferences, and publications. 		
Assessment methods	ePortfolio assessment with a range of activities covering the topics above mentioned.		
Recommended readings	<p>Aspinal, T. Bethell, G. (2001) <i>Test your Business Vocabulary in Use</i>. Cambridge: Cambridge University Press</p> <p>Benn, C. (1998). <i>Reward pre-intermediate : business resource pack</i>. Oxford: Macmillan</p> <p>Comfort, J. (2002). <i>Basic technical english</i>. Oxford: Oxford University Press</p> <p>Cordell, J. (2000). <i>Cambridge business English activities : serious fun for business English students</i>. Cambridge: Cambridge University Press</p> <p>Crowther-Alwyn, J. (2000). <i>Business roles : 12 simulations for business English</i>. Cambridge: Cambridge University Press</p> <p>Dudley-Evans, T. (1998). <i>Developments in English for ESP : a multi-disciplinary approach</i> . Cambridge: Cambridge University Press</p> <p>Duff, A. (1997). <i>Translation</i>. Oxford: Oxford University Press</p> <p>Emmerson, P. (2002). <i>Business English frameworks</i>. Cambridge: Cambridge University Press</p> <p>Emmerson, P. (2002). <i>Five-Minute Activities for Business English</i>. Cambridge: Cambridge University Press</p> <p>Glendinning, E. H. (2002). <i>Oxford English for information technology</i> . Oxford (NY) : Oxford University Press</p> <p>Glendinning, E. H. (2000). <i>Engineering</i> . Oxford: Oxford University Press</p> <p>Hanks, P. (1986). <i>Business listening tasks</i>. Cambridge: Cambridge University Press</p>		

	<p>Horner, D. (1996). <i>Words at work</i>. Cambridge: Cambridge University Press</p> <p>Johnson, C. (2001). <i>Market leader : test file : upper intermediate business English</i>. Harlow: Pearson Education Limited</p> <p>Johnson, C. (2001a). <i>Banking and finance : business english</i> . Harlow: Pearson Education</p> <p><i>Longman Dictionary of Contemporary English</i>. London: Longman</p> <p><i>Longman Dictionary of English Language and Culture</i>. Essex: Longman</p> <p><i>Longman Business English Dictionary</i>. Essex: Longman</p>
Additional information	