

<b>General Information</b>	
Academic subject	Business English
Degree course	Business Strategies and Management – 1st Cycle undergrad
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	English

<b>Subject Lecturer</b>	Name Surname	Mail address	SSD
	Antonio Eduardo Favale	antonioeduardo617@hotmail.com	L-LIN/12

<b>ECTS credits details</b>	Disciplinary field	SSD	ECTS credits
linguistic activities	English Language and translation studies - communication Linguistics (spec.)	L-LIN/12	6

<b>Class schedule</b>	
Period	First semester
Year	I
Type of class	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Exercises</li> <li>• Seminars</li> <li>• Project work</li> </ul>

<b>Time management</b>	
Hours	48
In-class study hours	48
Out-of-class study hours	

<b>Academic calendar</b>	
Class begins	
Class ends	

<b>Syllabus</b>	
Prerequisites/requirements	L-LIN/12 English Language and translation studies - communication Linguistics
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<ul style="list-style-type: none"> <li>• <i>Spec. Business English course aims to provide students with in-depth specialist knowledge about communication linguistics, the use of written and as well oral-made material in them and the new technologies that can be applied to improve a multimedia approach to a tailor-made business situation/problem solving in English. The course also offers students a broad view of current entrepreneurial possibilities linked to the wide usage of basic communication skills, having acquired a solid ground both in English Language for Business and in the spec. field of the Economics of Language.</i></li> <li>• <i>The student, having acquired the basic concepts and terminology, will be able to manage and evaluate a new present and potential technology and will have detailed knowledge of all</i></li> </ul>

	<p><i>the most current models business language description in actual and real business life.</i></p> <ul style="list-style-type: none"> <li>• <i>The course aims at the student's understanding of the most current production decision-making dynamics, at the ability to evaluate production or production process implementation and with a problem-solving approach to manage any difficulty in real management situations</i></li> <li>• <i>The student, at the end of the course, will have acquired the technical language useful for facing and covering managerial positions, as well as giving advice on concrete issues, through the analysis of technologies and productions.</i></li> <li>• <i>The course offers specialized knowledge related to the management of technologies and productions.</i></li> <li>• <i>The objective is to give the student an analytical technical-managerial capacity. Finally, through the study of innovative topics, it offers students the acquired knowledge that can be used on the territory both for public administrations and private companies.</i></li> </ul>
Contents	<ul style="list-style-type: none"> <li>• this course offers an in-depth view on today's 'lingua franca' of global professional communication. It consists of two modules: Communication and Presentation Skills (first term) and Business English (second term). More specifically, the course focuses on some key operational competencies related to LSP communication in different fields:</li> <li>• -What is English today?</li> <li>• -Job Hunting (CV, cover letter, job interview)</li> <li>• -Email writing</li> <li>• -Power Point presentations</li> <li>• -Charts and Graphs</li> <li>• -Reading Economics – The Economics of Language</li> <li>• -The language of finance</li> <li>• -Metaphors in Economics</li> <li>• tools of voluntary production site: ISO, UNI, basics of contractual terms in Business English.</li> </ul>
Course program	
Bibliography	<ul style="list-style-type: none"> <li>• Emmerson, Paul, Business Vocabulary Builder – intermediate to upper-intermediate, Macmillan, 2009. E' presente in Drive con tracce audio.</li> <li>• Slide e dispense del docente</li> </ul>
Notes	
Teaching methods	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Exercises</li> <li>• Seminars</li> <li>• Project work</li> </ul>
Assessment methods (indicate at least the type written, oral, other)	Exemptions and Project Work Evaluation for Attending Students; Oral interview

<p>Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.</p>	<ul style="list-style-type: none"> <li>• The student will have a broad vision of current entrepreneurial possibilities linked to linguistic ability</li> <li>• The student will be able to evaluate current production technologies and identify the best technologies available for each production process, in English language</li> <li>• The student will acquire specialized skills in the Economics of Language field, applied to different business English management environments: diversity as a resource.</li> </ul>
<p>Further information</p>	<p>Further references to online resources are available.</p>