

General information	
Academic subject	<b>Business English</b>
Degree course	Economics and Business Administration – 1st Cycle undergraduate
Academic Year	2022/2023
European Credit Transfer and Accumulation System (ECTS)	6 ECTS
Language	<i>English</i>
Academic calendar (starting and ending date)	<i>First semester – September 12, 2022 – December 23, 2022</i>
Attendance	<i>Attendance of the course is optional but strongly recommended; it enables guided training sessions during special exercise drills.</i>

Professor/ Lecturer	
Name and Surname	ANTONIO EDUARDO FAVALE
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Telephone	
Department and address	<i>UniBa Ionian Department Taranto, Economics Section – Sede di Economia - Via Lago Maggiore, angolo Via Ancona – Taranto.</i>
Virtual headquarters	<i>Microsoft Teams page of the course of Business English Teams Code: qdq2d7s</i>
Tutoring (time and day)	Tutoring can be held both physically at Prof. Favale office in via Lago Maggiore premises building in Taranto and online virtual, through the Teams page (Teams Code: c4idmi9 ), agreeing on the date and timetable by Email with the c. Holder. During educational term, jumpstart Tutoring is as well shortly offered after every lesson.

Syllabus	
<b>Learning Objectives</b>	<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>
<b>Course prerequisites</b>	<i>L-LIN/12 English Language and translation studies - communication Linguistics, at least assessed at B1 CEFR level. Course is held, as per formal educational requirements of EAA degree course, on a full B2 CEFR level sheet</i>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• <i>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:</i></li> <li>• <i>-What is English today?</i></li> <li>• <i>-Job Hunting (CV, cover letter, job interview)</i></li> <li>• <i>-Email writing</i></li> </ul>

	<ul style="list-style-type: none"> <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> </ul> <p>tools of voluntary production site: ISO, UNI, basics of contractual terms in Business English.</p>
<b>Books and bibliography</b>	<ul style="list-style-type: none"> <li>Emmerson, Paul, <i>Business Vocabulary Builder – intermediate to upper-intermediate</i>, Macmillan, 2009.</li> </ul> <p>PPT Slides and guided sheet notes given on a random basis during Term.</p> <ul style="list-style-type: none"> <li>Antonio Eduardo Favale, "Negotiation in a world of Challenges", in <i>Eunomia. Rivista semestrale di Storia e Politica Internazionali</i>, e-ISSN 2280-8949, V n.s. (2016), n. 2, 543-554, DOI identifier Nr. 10.1285/i22808949a5n2p543, <a href="http://siba-ese.unisalento.it/index.php/eunomia/article/view/16941/14541">http://siba-ese.unisalento.it/index.php/eunomia/article/view/16941/14541</a></li> <li>The Port of Taranto toward the future – dalla Ricerca congiunta con l'insegnamento di Management della Portualità, sotto la guida della Presidenza dell'Autorità Portuale di Taranto;</li> </ul> <p>Antonio Eduardo Favale, "The Port of Taranto towards its Future" – Scientific Articles:</p> <ul style="list-style-type: none"> <li><a href="http://www.roccoqiordanoeditore.eu/files/161220/full_article_favale_d_agostino_dic_2016.pdf">http://www.roccoqiordanoeditore.eu/files/161220/full_article_favale_d_agostino_dic_2016.pdf</a> (<i>Sistemi di Logistica, Sistemi di Logistica Eng. Full</i>, Rocco Giordano Editore ISSN2464-8841)</li> <li><a href="http://www.roccoqiordanoeditore.eu/riviste/rivista_sistemi_di_logistica-3/">http://www.roccoqiordanoeditore.eu/riviste/rivista_sistemi_di_logistica-3/</a> (Rocco Giordano Editore Dicembre 2016, ISSN 2464-884)</li> <li><a href="http://www.istiee.org/pubblicazioni.htm">http://www.istiee.org/pubblicazioni.htm</a> (n. 62/ 2016, article Favale, "The Port of Taranto towards its future")</li> </ul> <p>- "La Teoria della Comunicazione Responsabile".</p>
<b>Additional materials</b>	Any additional materials will be indicated during the course term.

<b>Work schedule</b>			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<b>Hours</b>			
150	48	The course is delivered through lectures, practical exercises, seminars and project work.	102
<b>ECTS</b>			
<b>Teaching strategy</b>	<ul style="list-style-type: none"> <li>Lectures</li> <li>Exercises</li> <li>Seminars</li> </ul>		

	<ul style="list-style-type: none"> <li>written Project work prior to final examination</li> </ul>
<b>Expected learning outcomes</b>	
<b>Knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>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 the most current models business language description in actual and real business life.</li> </ul>
<b>Soft skills</b>	<ul style="list-style-type: none"> <li><b>Making informed judgments and choices</b> 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</li> <li><b>Communicating knowledge and understanding</b> The student, at the end of the course, shall 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. The course offers specialized knowledge related to the management of technologies and productions.</li> <li><b>Capacities to continue learning</b> 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.</li> </ul>

<b>Assessment and feedback</b>	
Methods of assessment	Exemptions and written Project Work Evaluation for Attending Students; Oral interview.
Evaluation criteria	<ul style="list-style-type: none"> <li><b>Knowledge and understanding</b> The student will have a broad vision of current entrepreneurial possibilities linked to linguistic ability</li> <li><b>Applying knowledge and understanding</b> 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><b>Autonomy of judgment</b> The student will acquire specialized skills in the Economics of Language field, applied to different business English management environments: diversity as a</li> </ul>

	<p><i>resource.</i></p> <ul style="list-style-type: none"> <li> <p><i>Communicating knowledge and understanding</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.</p> </li> <li> <p><i>Communication skills</i> 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:</p> <p>-What is English today?</p> <p>-Job Hunting (CV, cover letter, job interview)</p> <p>-Email writing</p> </li> <li> <p><i>Capacities to continue learning</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.</p> </li> </ul>
<p>Criteria for assessment and attribution of the final mark</p>	<p>Verification takes place through an oral exam aimed at verifying the learning of the course contents. The final grade is awarded out of thirty. The exam is passed when the grade is greater than or equal to 18.</p>
<p><b>Additional information</b></p>	<p>Further references to online resources are available.</p>