



## ENGLISH FOR SPECIFIC PURPOSES I COURSE SYLLABUS

Course basic data	
<b>Academic unit:</b>	Faculty of Philology
<b>Course title:</b>	English for Specific Purposes I
<b>Program:</b>	English Language and Literature
<b>Study cycle:</b>	Bachelor
<b>Course status:</b>	Obligatory
<b>Study year:</b>	II
<b>Weekly classes:</b>	2+2
<b>Value in credits – ECTS:</b>	6 ECTS
<b>Time / location:</b>	15 weeks / campus
<b>Course Lecturers:</b>	Prof. assoc. dr. Sejdi Sejdiu; Teaching Assistant: Rezarta Ramadani
<b>Contact email:</b>	<a href="mailto:sejdi.sejdiu@uni-prizren.com">sejdi.sejdiu@uni-prizren.com</a> ; <a href="mailto:rezarta.ramadani@uni-prizren.com">rezarta.ramadani@uni-prizren.com</a> ;
<b>Course description:</b>	English for Specific Purposes (ESP) is known as a learner-centered approach to teaching English as a foreign or second language. It meets the needs of (mainly) students who need to learn a foreign language for use in their specific fields, such as science, technology, medicine, business and academic learning.
<b>Course objectives:</b>	<p>The English for Specific Purposes I course is intended to give students a solid foundation and a working knowledge of business English. Various aspects of business English will be covered, including, but not limited to measurements, social language, participation in meetings, networking, and presentations. Also in the course there is an introduction to business letters – enquiries, ordering, confirmations, etc.</p> <p>Students will develop the fluency, accuracy and communication skills needed to work confidently in the English-speaking business world. The focus will be on improving English proficiency in core skill areas such as reading, writing, speaking and listening as a review key areas of business. Additionally, students will also learn how to effectively communicate in business meetings, give presentations, negotiate, and express themselves in a confident and assertive manner.</p>
<b>Study outcomes:</b>	<p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"><li>- Acquire working knowledge of business English</li><li>- develop the fluency, accuracy and communication skills</li><li>- develop core skill areas such as reading, writing, speaking and listening as a review key areas of business.</li><li>- effectively communicate in business meetings, give presentations, negotiate, and express themselves in a</li></ul>



	confident and assertive manner.		
<b>Student workload (should correspond with student' study outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/weeks</b>	<b>Total</b>
Lectures	2	15	30
Theoretical//laboratory practice	2	15	30
Tutorials	1	15	15
Consultations	1	15	15
Field practice			
Colloquiums, seminars			
Assignments	1	15	15
Student's independent study time (in the library or at home)	1	15	15
Final exam preparation	5	1	5
Time spent on assessment (tests, quizzes, final exam)	1	10	10
Projects, presentations, etc.	1	15	15
<b>Total</b>			<b>150 hours (6 ECTS)</b>
<b>Teaching methodology:</b>	The course goals will be achieved through class discussion, reading and listening parts and interviews of business experts and managers, through case studies and student presentations, assignments, writing sections, pair and group work which will result in students acquiring business vocabulary necessary for their needs.		
<b>Evaluation criteria in %:</b> Attendance & Assignments/presentations/case studies Mid/End-term test Final exam	Evaluation in % - Final grade 0% – 49% - 5 50% - 60% - 6 61% - 70% - 7 71% - 80% - 8 81% - 90% - 9 91% - 100% - 10		
<b>Literature</b>			
<b>Primary literature:</b>	Market Leader - Business English Course Book, Upper Intermediate third edition, 2011, David Cotton David Falvey, Simon Kent  Market Leader – Business English Practice File, third edition, 2011,		



	<p>John Rogers</p> <p>Hollet, Vicki; Business Objectives (International Edition). Oxford University Press, 2009. ISBN: 0-19-457830-5.</p>
<b>Extra literature:</b>	Extra materials, scripts, etc.

Designed lesson plan:		
Weeks	Lectures	Practice
<i>1<sup>st</sup> week:</i>	Introduction to the course textbook, syllabus, goals, testing and assessment, student expectations	Introduction to the course
<i>2<sup>nd</sup> week:</i>	<p>Communication: Being a good communicator, an interview with an expert on communication, dealing with communication breakdown – The Financial Times</p> <p>Assignment: Research manuscripts on developing communication skills</p>	<p>Case study: The price of success: Making recommendations to improve communication, communication idioms</p> <p>Assignment: As a communication Director, write a follow-up email to the Head of Association, summarizing the decision you have taken with your reasons.</p>
<i>3<sup>rd</sup> week:</i>	<p>International Marketing: International brands, an interview with a professor of international marketing - The Financial Times, brainstorming</p> <p>Assignment: Expand International marketing and brands by reading the Financial Times Marketing section</p>	<p>Case study: Devising a TV commercial for a new eau-de-cogn, noun phrases and noun compounds</p> <p>Assignment: writing action minutes</p>
<i>4<sup>th</sup> week:</i>	<p>Building relationships: An interview with a Head of a company - Business week- how east is meeting west, Networking</p> <p>Assignment: Explore ways of building relationship and trust in a business company</p>	<p>Case study: Designing a plan to improve customer satisfaction and loyalty, multiword verbs, Doing business internationally, revision unit A</p> <p>Assignment: Writing a letter to loyal customers</p>
<i>5<sup>th</sup> week:</i>	<p>Success: What makes people/companies successful?, An interview with a company manager – The Telegraph, Negotiating</p> <p>Assignment: Research on building</p>	<p>Case study: Negotiating a sponsorship for a football club, present and past tenses</p> <p>Assignment: Writing a press release</p>



	confidence as a way to success	letter
6 <sup>th</sup> week:	<p>Job satisfaction: Motivational factors, An interview with a Director of a major company – The Sunday Times, Cold calling</p> <p>Assignment: Research on factors that motivate employees at a company</p>	<p>Case study: Deciding how to deal with in-house personal relationships, synonyms and word-building</p> <p>Assignment: Write a set of guidelines on relationships at work for discussion at the next board meeting</p>
7 <sup>th</sup> week:	<p>Risk: Discussing different aspects of risk, An interview with an MD of an Institute of Risk Management, Internationalisation – risk or opportunity – Financial Times, Reaching an agreement</p> <p>Assignment: Explore on what experts say about risk, should it be seen as a risk or as an opportunity</p>	<p>Case study: Evaluating the risks of a new mining venture, describing risk, adverbs of degree, Revision B, Case study – working across cultures</p> <p>Assignment: Write a report to the CEO with recommendation on what the company should do.</p>
8 <sup>th</sup> week:	Mid-term test	Mid-term test
9 <sup>th</sup> week:	<p>Management Styles: Discussing different aspects of management styles, An interview with an author of a management book, Reading – CBS Times online, Presentations</p> <p>Assignment: Research on management qualities and prepare a presentation on this topic</p>	<p>Case study: Choosing a new project manager for a team. Text reference</p> <p>Assignment: Write a report to the Board of Directors recommending your preferred candidate as the new Project Manager. Give reasons to justify your decision.</p>
10 <sup>th</sup> week:	<p>Team building: Working in teams, a quiz on teamwork, An interview with the founder of a team-building company, reading – recipes for team building – Financial Times. Resolving conflicts at workplace</p> <p>Assignment: Research on ways to build a great teamwork and how to overcome conflicts.</p>	<p>Case study: How to motivate the sales team?, Draft an action plan on improving the motivation of a sales team. Prefixes – modal perfect</p> <p>Assignment: As a Director, write a letter to your CEO outlining your solution to the problems.</p>
11 <sup>th</sup> week:	<p>Raising Finance: Discuss how and where finance can be raised?, An interview with the MD of a private equity firm, Reading – no more easy money – Financial Times. Negotiating skills</p> <p>Assignment: Research on improving</p>	<p>Case study: Negotiate finance for a new film. Financial terms Dependent prepositions Revision C.</p> <p>Assignment: Write a summary of the</p>



	negotiating skills	points during a negotiating meeting.
<i>12<sup>th</sup> week:</i>	<p>Customer Service: Discuss factors and importance of customer service, An interview with a Manager of a top restaurant; Reading – Customer service is changing the world – Financial Times.</p> <p>Active listening skills</p> <p>Assignment: Research on how the world is improving customer service</p>	<p>Case study: Dealing with customer complaints. Complaints, gerunds.</p> <p>Assignment: Write a report to the Director of Customer Services summarising the problems that customers have experienced and make recommendations for improving the service to customers.</p>
<i>13<sup>th</sup> week:</i>	<p>Crisis Management: Discuss ways of handling crises. An interview with a professor of ethics and social responsibility. Reading – How not to take care of a brand / Expect the unexpected – Financial Times</p> <p>Asking and answering difficult questions</p> <p>Assignment: Research on how companies/organisations have dealt with crises.</p>	<p>Case study: Plan a press conference to defend criticism of a video game. Handling crises. Conditionals.</p> <p>Assignment: Write a powerful article for your newspaper, reporting on the press conference you have attended. You can either criticise or praise the company/organisation for the way they have handled the crisis.</p>
<i>14<sup>th</sup> week:</i>	<p>Mergers and Acquisitions: Define and discuss acquisitions, mergers and joint ventures.</p> <p>Listening – An interview with the Director of an M&amp;A research centre.</p> <p>Reading – Green targets – Corporate knights.</p> <p>Making a presentation</p> <p>Assignment: Research on the experience of major mergers and joint ventures.</p>	<p>Case study: Present recommendations for an acquisition Describing mergers and acquisitions Revision D Discuss on four International negotiations and their experience.</p> <p>Assignment: Write a report to the CEO on the four possible acquisitions, and give your recommendations for acquisitions.</p>
<i>15<sup>th</sup> week:</i>	End term test	Student presentations
<b>Academic Policies and Code of Conduct</b>		
<p>Students are obliged to comply with the code and conduct of the University “Ukshin Hoti” Prizren. Any suspected violation of the Code of Conduct, shall be referred to the University officials for further proceeding.</p>		