### Module Name: Business English 1

<table>
<thead>
<tr>
<th>Module Code</th>
<th>w.BA.XX.2BusE1.XX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Description</td>
<td>Students are able to read and understand a wide variety of texts which are related to their Business English topics and to their core degree subjects. Through active participation in discussions and simulated meetings, students can express their opinions fluently and convincingly, contributing ideas and responding to them, using vocabulary and grammatical structures at the B2+ Level of the Common European Framework of References for Languages. Students are able to write well-structured paragraphs and a range of business emails.</td>
</tr>
</tbody>
</table>
| Program and Specialization | ➔ Business Administration - Accounting, Controlling, Auditing  
➤ Business Administration - Banking and Finance  
➤ Business Administration - Economics and Politics  
➤ Business Administration - General Management  
➤ Business Administration - Risk and Insurance  
➤ Business Information Technology |
| Legal Framework | Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009 |
| Module Category | ECTS 3  
Organizational Unit | W Komm. & Mathem. in W&R Ltj.  
Module Coordinator | Igor Matic (matg)  
Deputy Module Coordinator | Zoe Gemma Timperley (tizo) |
| Prerequisite Knowledge | University admission (higher vocational diploma/Berufsmatura or Swiss federal school leaving diploma/Matura including English) |
| Contribution to Program Learning Goals (Affected by Module) | ➔ Professional Competence  
➤ Methodological Competence  
➤ Social Competence  
➤ Self-Competence |
| Contribution to Program Learning Objectives | ➔ Knowing and Understanding Content of Theoretical and Practical Relevance  
➤ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance  
➤ Evaluate Content of Theoretical and Practical Relevance  
Methodological Competence  
➤ Problem-Solving & Critical Thinking  
➤ Work Methods, Techniques, and Procedures  
➤ Information Literacy  
➤ Creativity & Innovation  
Social Competence  
➤ Written Communication  
➤ Oral Communication  
➤ Teamwork & Conflict Management  
➤ Intercultural Insight & Ability to Change Perspective  
Self-Competence  
➤ Self-Management & Self-Reflection  
➤ Ethical & Social Responsibility  
➤ Learning & Change |
| Module Learning Objectives | Students...  
➤ are able to develop and apply effective study techniques for learning vocabulary including core subject vocabulary.  
➤ are able to relate their business English knowledge to their core degree subjects.  
➤ are able to conduct business discussions.  
➤ are able to produce well-structured paragraphs discussing advantages/disadvantages/opinions with supporting arguments.  
➤ are able to understand a wide range of business texts and business correspondence.  
➤ are able to apply what they learn in this module to other work and study environments.  
➤ are able to understand the most important points made in discussions and meetings which are delivered at natural speed.  
➤ are able to actively take part in discussions by contributing ideas, expressing opinions fluently and responding to ideas of others. |
Module Content
- able to improve their knowledge and use of language through self-study and classroom work.
- able to provide constructive peer feedback.
- able to act on peer feedback in order to improve performance.
- able to produce a range of business emails.

Module Content
- Development of reading comprehension using texts from the course book and texts from a bank of business-related texts, a number of which are taken directly from the students' core degree subject material.
- Development of writing skills, particularly paragraph and business email writing.
- Development of listening skills using authentic audio material.
- Development of business vocabulary, idiomatic expressions, and set expressions.
- Revision and practice of grammatical structures.
- Development of speaking skills through simulations of meetings, role play, and discussions in business-related contexts.

Links to other modules
The content of this module is linked to the following modules:
- w.BA.XX.2BM.XX
- w.BA.XX.2InE.XX
- w.BA.XX.2Mark.XX
- w.BA.XX.2OP.XX
- w.BA.XX.2SPM.XX

Methods of Instruction
- Interactive Instruction
- Exercises
- Problem-Oriented Teaching
- Project Work
- Discussions
- Peer feedback

Social Settings Used:
- Individual Work
- Pair Work
- Group Work

Digital Resources
- Teaching Videos
- Teaching Materials
- Practice and Application Exercises (with Key)
- Additional reading texts and tasks

Type of Instruction
<table>
<thead>
<tr>
<th>Classroom Instruction</th>
<th>Guided Self-Study</th>
<th>Autonomous Self-Study</th>
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</thead>
<tbody>
<tr>
<td>Large Class</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Small Class</td>
<td>28 h</td>
<td>36 h</td>
</tr>
<tr>
<td>Group Instruction</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Practical Work</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Seminar</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>28 h</td>
<td>36 h</td>
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Performance Assessment

<table>
<thead>
<tr>
<th>End-of-module exam</th>
<th>Form</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Permitted Resources</td>
<td>-</td>
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</table>

<table>
<thead>
<tr>
<th>Others</th>
<th>Assessment</th>
<th>Length (min.)</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Written Assessment</td>
<td>Grade</td>
<td>60</td>
<td>100.00 %</td>
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</table>

Classroom Attendance Requirement
- Language of Instruction/Examination
- Compulsory Reading
- Recommended Reading
  - As specified on Moodle
- Comments
  - This is a revised version due to module changes in the spring semester 2020.