Zurich University
of Applied Sciences

zh aw **School of Management and Law**

Module Name: Business English 1	
Module Code	w.BA.XX.3BusE1-FLEX.XX
Module Description	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.
Program and Specialization	§ Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	**Module Type:** Compulsory	**Program Phase:** First-Year Studies
ECTS	3
Organizational Unit	W Kommunikation in Wirtschaft und Recht
Module Coordinator	Lenka Ulzega (ulze)
Deputy Module Coordinator	Michelle Fawcett (buad)
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	Professional Competence § 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 hold discussions on business-related topics. § are able to produce well-structured paragraphs 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. § are able to improve their knowledge and use of language through self-study and classroom work. § are able to provide constructive peer feedback. § are able to act on peer feedback in order to improve performance. § are able to produce business emails.

Module Content	§ Development of reading comprehension using a variety of business-related texts. § 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 § Discussions § Peer feedback § Simulations	**Social Settings Used:** § Individual Work § Pair Work § Group Work
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key)	

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	12 h	46 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**12 h**	**46 h**	**32 h**

Performance Assessment

End-of-module exam	**Form**	**Length (min.)**	**Weighting**
Written exam	Closed book	60	100,00 %
Permitted Resources	No calculator		

Others	**Assessment**	**Length (min.)**	**Weighting**
Oral Compulsory Task	Pass/Fail	20	-

Classroom Attendance Requirement	Mandatory Attendance: None
Language of Instruction/Examination	English
Compulsory Reading	-
Recommended Reading	As specified on Semester Program
Comments	-