Module description
Valid as of: 20/07/2015

Module number:
BBW 20601, BBWD 403, BSW 206, BSWD 203, BWI 206, BWID 401, IMB 406

Module designation:
Commercial English I

Scope of module:
4 contact hours per week

Credits:
5 CP

Weighting of the grade in the overall grade:
(5 CP / 150 CP)*0.75

Responsible for the module:
Keeler, B.A.

Degree programme:
BBW, BBWD, BSW, BSWD, BWI, BWID, IMB

Semester:
2nd semester / 4th semester

Module available:
Every semester

Duration of the module:
1 semester

Type of module:
Optional compulsory module or compulsory module

Type of examination:
Written examination (2 hours), if applicable combined with other examination methods (specified at the beginning of the semester)

Requirements for admission:
Minimum language level GER B1. Registration is compulsory for the courses. Regular attendance is a requirement.

Applicability of the module within the same degree programme: None

Applicability of the module for other degree programmes: None

Skills to be acquired:
Students:
- Use of various learning techniques (study skills) to organise and practise new vocabulary
- Can recognise the laws of English grammar and apply these correctly
- Have a specialist vocabulary that enables them to communicate about general business-related topics
- Can understand specialised audio and written texts and can summarise or use the acquired information for specialised assignments
- Apply basic techniques and specific formulations in phone calls and at meetings
- Transfer the information contained in business-related graphs and diagrams into an oral or written text
  and describe the cause and effect relationships
- Are able to hold a five-minute talk in English on a prepared topic

Module content:
Vocabulary work including learning techniques
Selected areas of English grammar
Training of reading comprehension (text work)
Training of listening comprehension
Training of oral communication skills, especially for phone calls and meetings
Training of specialised writing, especially describing a trend
Computer-aided self study with the aid of online exercises based on the reference book

Total workload and composition:
60 hours attendance time / 90 hours of preparation and subsequent work (documented) as well as examination preparation with the aid of online exercises of the course book Career Express B2 and the learning platform of the university

Lecturer:
Keeler, B.A. and/or contract lecturers

Type of course:
Seminars with compulsory attendance

Language of instruction:
English

Contents:
Topics:
Applying for a job
Work
Customer service
Marketing communications
Personal finance

Skills:
Writing a CV and cover letter
Selling yourself at an interview
Telephoning (checking information, dealing with requests and complaints)
Business etiquette (making offers & requests, welcoming visitors)
Presenting information
Describing trends

Literature used:
Compulsory:

Special factors:
/./