



**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:**

$(5 \text{ CP} / 150 \text{ CP}) * 0.75$

**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)

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**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

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**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:

Reference book: Butzphal/Maier-Fairclough: Career Express Business English B2 (Cornelsen Verlag)

**Special factors:**

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