

Module



Status: 20/07/2015

Module number:

BBW 30601, BBWD 405, BWI 306, BWID 405, BSW 306, BSWD 504

Module designation:

Commercial English II

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:

Ms Broderick, M.A.

Degree programme:

BBW, BBWD, BWI, BWID, BSW, BSWD

Semester:

3rd semester / 4th semester / 5th semester

Module available:

Every semester

Duration of the module:

One semester

Type of module:

Optional compulsory module

Type of examination:

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

Requirements for admission:

Registration compulsory for all courses; regular attendance; pass in the Basic Commercial English module (BBW 20601, BBWD 403, BWI 206, BWID 401, BSW 20601, BSWD 203).

Applicability of the module within the same degree programme:

None

Applicability of the module for other degree programmes:

None

Skills to be acquired:

Students:

- Have a specialist vocabulary that enables them to communicate on specialist topics
- Understand specialised audio and written texts
- Can record information from audio or written texts in the form of notes
- Are able to summarise what they have heard or read on the basis of notes either orally or in writing

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- Are able to organise and structure texts from secondary sources such as the internet or trade magazines according to topic
- Are able to present topics they have processed in a presentation
- Prepare and present their presentations in compliance with Anglo-American (international) standards
- Act their roles with linguistic competence in situations in which meeting and negotiation skills as well as email writing skills are required
- Are able to effectively present statistically processed material in the form of bar charts and pie charts with adequate linguistic skill

Module content:

- Specialised vocabulary work
- Training of listening and reading comprehension
- Training of oral competence, especially negotiation, meeting and presentation skills
- Training of professional written competence, in this case writing simple emails and describing and analysing simple pie charts and bar charts
- Training of university-related and professional communication techniques, especially note-taking and summarising
- Computer-aided self study with the aid of online exercises based on the reference book and assignments on the Moodle learning platform

Total workload and composition:

60 hours of lectures / 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

As applicable module part a/b/etc.:

Lecturer: Butzphal, Keeler and/or contract lecturers

Type of course: Seminars with compulsory attendance

Language of instruction:

English

Contents:

Topics:

Starting a Business
Products and Production
Selling to the Consumer
Globalisation and International Trade
Debts, Savings and Investments
Rapidly Developing Economies
Accounting, Auditing, Taxation (only BSW/BSWD)
IT-related topics (only BWI/BWID)

Skills:

Meetings
Negotiations
Presentations
Email writing
Describing bar and pie charts

Module

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Status: 20/07/2015

Talking about financial statements (only BSW/BSWD)

Literature used:

Compulsory:

Butzphal, G./Maier-Fairclough, J.: Career Express Business English B2 (Cornelsen Verlag), current edition

Special factors:

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