

SYLLABUS: English 1

1 Identification of Subject

| | | |
|-----|-----------------------------|---|
| 1.1 | Subject | English 1 |
| 1.2 | Level | U-University Mandatory Subject |
| 1.3 | File Name | U-01-English-2.docx |
| 1.4 | Semester | 1 |
| 1.5 | Quality Control | Final Test, see evaluation |
| 1.6 | Limitations | Max 15 -20 students per class |
| 1.7 | Other Study programs | Mandatory for all Bachelor study programs at IULI |
| 1.8 | Responsible | Mr. Michael Early, M.A |

2 Competency

After having the course, students are expected to:

- Students are able to follow lectures in English Language
- develop students' reading, writing, speaking and listening skills,
- reinforce grammar accuracy,
- develop vocabulary;

3 Description of Subject

This course reinforce the students in the topic of Career, Selling on Line, Type of Companies, Ideas, Stress, Entertaining, writing about people, Marketing, Planning, Managing people, manage the conflict and develop a new business.

- **Career:** The course bring the student in the area Advertisements Modals of ability, request and offers Telephoning skills Group work – do you like working under pressure? Group work and writing-choosing the right candidates Case study – group work and memo writing;
- **Selling Online:** Pocket money, Modals of necessity, Negotiating skills
- **Types of Companies:** Websites, Review present simple and present continuous, Vocabulary – word groups, Presentation skills – 'selling' a company product;
- **Ideas:** Great ideas, Past simple and past continuous review, Role play of a meeting to decide on a new product, **Stress:** Career change, Past simple and present perfect, Role

- play on burnout;
- **Entertaining:** Corporate entertaining, Multi-word verbs;
 - **Writing about People:** Prewriting, Organization, grammar and mechanics, Sentence structure, The writing process;
 - **Marketing:** Selling dreams, Question forms, Word associations, Group work – a marketing campaign;
 - **Planning:** Future plans–tenses, How to write a business letter;
 - **Managing People:** The international manager, Reported speech;
 - **Conflict:** Negotiating skills, Conditionals Group work – reading, writing, speaking, listening, Negotiating skills;
 - **New Business:** Developing a new industry, Time clauses, Work groups;

4 Learning Approach

| | |
|------------------------------------|---------------------------|
| Approach | Combination of Expository |
| Participation in Discussion | 05 Points |
| Homework / Classwork | 05 Points |
| Presentation /Simulation | 10 Points |
| Daily Quiz | 20 Points |

5 Evaluation

| | | |
|------------|------------------------------------|------------|
| 5.1 | Absence maximum | 25% |
| 5.2 | Participation in Discussion | 05 Points |
| 5.3 | Homework / Classwork | 05 Points |
| 5.4 | Presentation /Simulation | 10 Points |
| 5.5 | Daily Quiz | 20 Points |
| 5.6 | Final Examination | 60 Points |
| | Total | 100 Points |

6 Content / Topics of Lecturi

| Week | Content/ Topics of Lecturing | Text Book | Remark |
|------|--|-----------|--------|
| 1 | Regulations and Grading: <ul style="list-style-type: none"> • Grading procedure • Classroom regulations | Ch1 | |
| 2 | Career: <ul style="list-style-type: none"> • Reading and writing – advertisements • Modals of ability, request and offers • Telephoning skills • Group work – do you like working under pressure? • Group work and writing – choosing the right candidates • Case study – group work and memo writing | Ch2 | |
| 3 | Selling Online: <ul style="list-style-type: none"> • Reading and writing – pocket money • Modals of necessity • Negotiating skills • Case study – group work and writing an email | Ch3 | Quiz |
| 4 | Types of Companies: <ul style="list-style-type: none"> • Reading and writing – websites • Review uses of present simple and present continuous • Vocabulary – word groups • Presentation skills – ‘selling’ a company product • Case study – group work and writing a memo | Ch4 | |
| 5 | Idea: <ul style="list-style-type: none"> • Reading and writing – great ideas • Past simple and past continuous review • Role play of a meeting to decide on a new product • Case study – group work and writing a memo | Ch5 | Quiz |
| 6 | Stress: <ul style="list-style-type: none"> • Reading and writing – career change • Past simple and present perfect • Role play on burnout • Case study – group work and writing a memo | Ch6 | |
| 7 | Entertaining: <ul style="list-style-type: none"> • Reading and writing – corporate entertaining • Multi-word verbs • Case study – group work and writing an e-mail | Ch6 | Quiz |
| 8 | MIDTERM SEMESTER BREAK | | |

| | | | |
|----|---|------|------|
| 9 | Writing about People: <ul style="list-style-type: none"> • Prewriting • Organization • Grammar and mechanics • Sentence structure • The writing process | Ch9 | |
| 10 | Marketing: <ul style="list-style-type: none"> • Reading and writing – selling dreams • Question forms • Word associations • Group work – a marketing campaign • Case study – group work and writing a sales leaflet | Ch9 | |
| 11 | Planning: <ul style="list-style-type: none"> • Reading and writing – tourism • Future plans -tenses • How to write a business letter • Case study and writing a letter | Ch11 | Quiz |
| 12 | Managing People: <ul style="list-style-type: none"> • Reading and writing - the international manager • Reported speech • Case study – group work and writing a memo | | |
| 13 | Conflict: <ul style="list-style-type: none"> • Reading and writing – negotiating skills • Conditionals • Group work – reading, writing, speaking, listening • Negotiating skills • Case study and writing a letter | | |
| 14 | New Business: <ul style="list-style-type: none"> • Reading and writing – developing a new industry • Time clauses • Work groups • Case study and writing a letter | | Quiz |
| 15 | Products: <ul style="list-style-type: none"> • Reading and writing – launching a new product • Passives • Presenting a product • Case study and writing a report | | |
| 16 | Final Examination | | |

| | |
|---|---|
| 1 | <p>Text Book: “Market Leader, Pre-Intermediate Business English”, Author: Cotton, Falvey, Kent, Publisher: Longman; ISBN: 0 582 50720 0.</p> |
| 2 | <p>“Reward Pre-Intermediate Business Pack”, Author: Benn, Dummett, Riley, , Publisher: McMillan, ISBN: 0 435 24036 6</p> |
| 3 | <p>“Guardian Newspaper Website, Market Leader on line”, Publisher: Guardian Newspaper Wesite, Market Leader on line.</p> |