

Course title	Advanced Academic Business English
Course code	
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3 rd)
Semester	Sixth (6 th)
ECTS credits	
Name of lecturer(s)	Vassiliki Rizomilioti (PhD)
Aim of the course	This is the fifth semester of Business English taught in this department and the main aim is to develop further academic study skills. More specifically students are expected to develop a) effective reading strategies of academic texts, b) written production of academic texts following the acceptable conventions, c) skills enabling them to research a topic, synthesise information from different sources and make an oral presentation.
Learning outcomes	By the end of this course students should be able to: <ul style="list-style-type: none"> • Identify the main points of academic texts of different genres (textbooks, academic and popularized articles) and get quickly the gist of these texts. • Write summaries and essays in English • Research a topic and make a powerpoint presentation, and answer questions, in English.
Competences	Understanding and producing oral and written discourse in English.
Prerequisites	Basic knowledge of English
Course contents	<ul style="list-style-type: none"> • Note-taking • Summarizing • Writing a paragraph • Using cohesive links • Reporting/combining sources • Paraphrasing • Distinguishing fact/opinion and different writing styles (formal-informal, informative-persuasive), writer/reported writer voice and attitude. • Writing references. • Reading academic articles and identifying the main points and supporting details. • Structuring an oral presentation

Recommended reading	<ul style="list-style-type: none"> • Enron scandal (a. from a textbook, b. from the internet): (e-class) • J. Thomas (2007). Market Segmentation. <i>Decision Analyst</i>. • Dibley A and Baker S. (2001). Uncovering the links between brand choice and personal values among young British and Spanish girls. <i>Journal of Consumer Behaviour, 1,1, 77-93</i>. • Hofstead (1994). The Business of International business is Culture. <i>International business review 3,1, 1-14</i>. • Triandis H. (2004). The many dimensions of culture. <i>Academy of Management Executive 18, 1</i>. • Kotler P. (1992). Marketing's new paradigm. <i>Strategy and Leadership 20, 5, 50-52</i>.
Teaching and learning methods	Task-based teaching/ Projects
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English