

Course title	Language Awareness and Introduction to Business English II
Course code	
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of lecturer(s)	Vassiliki Delli, EFL/ESP Instructor
Aim of the course	The aim of this course is to enhance students' general English language skills with an emphasis on more Business English topics (following Language Awareness and Introduction to Business English I)
Learning outcomes	At the end of the course students: 1. will have practised and improved all four English language skills 2. will have introduced themselves to more topics in Business English, i.e. more disciplines and field areas of Business Administration. 3. will have acquired the skills to approach texts in Business Administration and Economics (text comprehension, linguistic practice, vocabulary building, written speech production) 4. will have introduced themselves to principles of academic writing (sentence structure, paragraph writing, essay writing)
Competences	Good knowledge/command of English (B1 level Threshold - B2 level Vantage).
Prerequisites	There are no prerequisites for the course. However, good knowledge of English is recommended towards students' successful completion of the course.
Course contents	1. Market Research and Market Segmentation 2. Monopoly-Oligopoly-Competition 3. The Marketing Mix; The 4Ps and the 4Cs 4. Sales and Customer Service 5. The Money Side 6. Introduction to Finance 7. Introduction to Economic Theories 8. The Business Cycle 9. Global Economy and Debts
Recommended reading	<ol style="list-style-type: none"> 1. Sivridou F. and Iakovos A., <i>Reading Skills and Business Functions</i>. Interbooks, 2010 2. Mackenzie I., <i>Management and Marketing</i>. Thomson Publications, 1997. 3. Mackenzie I., <i>English for Business Studies</i>. Cambridge University Press, 1997. 4. Mascull B., <i>Business Vocabulary in Use - Advanced</i>. Cambridge University Press, 2004.

	<ol style="list-style-type: none"> 5. Robbins S., <i>Business Vocabulary in Practice</i>. Collins Cobuild- Harper Collins Publishers, 2003 6. Oshima, A. and Hoque, A., <i>Writing Academic English</i>. The Longman Academic Writing Series, 1998.
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English