

Wirtschaftsenglisch

Lehrende	Richard Dawton Carl von Ossietzky Universität Oldenburg
Inhalte	<p>This module is conducted entirely online and will be focused on two distinctive aspects of Business English: The first is Written Business Skills necessary for the workplace. Topics include Marketing, Finance and Accounting, Business Ethics and Strategy. The course book consists of long reading texts from authentic business sources such as business journals and management text books. Assistance is given in developing reading strategies that assist your understanding and interpretation of challenging texts as well as vocabulary exercises to reinforce key business and academic terminology. This is supplemented by a strong writing skills focus to master the art of essay and business report writing. Regular obligatory research tasks will be set relating to each topic.</p> <p>The second is Presentation Skills demanded in your professional life. Regular individual support will be provided online to develop individual presentation skills and abilities. These include such areas as: relevant and appropriate phraseology and language; the nature of a beginning, middle and end; voice projection; body language; timing; selection of slides. This will then be included in the final major assessment which is a full business presentation by video link.</p> <p>This course is based around the course book "Skills for Business Studies: Upper Intermediate". The course is constructed in such a way that to ensure the best level of understanding and success it is imperative to complete all activities.</p>
Lernergebnisse	<ul style="list-style-type: none"> • Exposure to, and enhancement of, general, professional and scientific vocabulary in English. • Development of English internet communication. • The systematic research and editing of a scientific subject and identification of the main issues of a presentation. • Acquiring a knowledge and understanding of phraseology and vocabulary required for the practical delivery of a professional presentation. • The research and usage of English literature and scientific articles. • The writing of a business report.
Lehrformen	Internetgestütztes Studium (Einzel und in Gruppen), Projektarbeit, zwei Präsenzphasen.
Teilnehmerzahl	max. 22 Teilnehmende
Voraussetzungen	Im Einstufungstest nachgewiesene Englisch-Kenntnisse auf Level B2
Verwendbarkeit des Moduls	Dieses Wahlpflichtmodul unterstützt die Entwicklung eines Führungsprofils "Fremdsprachen".
Voraussetzung für Vergabe von Kreditpunkten	<ul style="list-style-type: none"> • regelmäßige Teilnahme an Online-Diskussionen und Präsenzphasen • Bestehen der studienbegleitenden Prüfungsleistungen: schriftliche Aufgaben, Präsentation
Kreditpunkte und Noten	Kreditpunkte: 8 KP Notenskala: 1,0 / 1,3 / 1,7 / 2,0 / 2,3 / 2,7 / 3,0 / 3,3 / 3,7 / 4,0 / 5,0
Häufigkeit des Angebots	Das Modul wird in einem Turnus von drei bis vier Semestern angeboten.
Arbeitsaufwand	Gesamt: ca. 240 Std. (Selbststudium: ca. 110 Std.; Projektarbeit: ca. 106 Std.; Präsenzphasen: ca. 24 Std.)
Dauer	ca. 25 Wochen
Termine	Modulbeginn: 08.04.2021 Web-Seminar I: 12.04.2021 (Mo. 20.00-21.00h) Web-Seminar II: 12.05.2021 (Mi. 20.00-21.00h) Web-Seminar III: 12./13.07.2021 (Mo. 13.00-20.00h, Di. 9.00-16.00h) Nachbereitungsphase und Modulabschluss bis: 13.07.2021
Gebühren	750,00 Euro