Time and Place: Friday 2:00-3:40 PM
Tutor: Máté Gergely Balogh (baloghmategerely@gmail.com) Room 120/2.
Office hours: Wednesday 3-4 PM, Friday 1-2 PM, and by appointment.

Description of the course:
This course offers an insight into a specific field of Professional English, and will help students to gain appropriate knowledge of the English language used in business and economics. By offering authentic study materials, real business life context in the classroom, this seminar will allow students to master the basic language and concept of business and economics, and will also help students to develop their comprehension of business texts, their speaking and listening skills in a number of professional and occupational contexts. The course intends to prepare students for prospective jobs and positions, thus help them meet the growing demands from various occupational sectors. Topics on the agenda will include the most important areas of business and economics, such as management, production, marketing, human resources, finances, business law, etc.

Course requirements:
Students’ work will be assessed on the strength of their oral performance (in-class discussions, role-plays, press conference, interpreting, etc.), test papers on relevant vocabulary and discourse, a short 5-7-minute presentation on a pre-approved topic, a short response paper*, as well as a team project work and presentation of max. 15 minutes. The course will conclude with an end-term examination.

*Short response paper: students are required to choose a newspaper or magazine articles related to the world of business, and prepare a short response paper based on it reflecting on the issue at hand, offering thoughtful ideas and opinion. N.B. The paper is NOT supposed to be the mere summary of the article.

Readings:
Miscellaneous additional texts and resources, i.e. Financial Times, The Economist, Business Weekly, etc.
Schedule of Classes and Topics

Week 1 (Sept. 23): Orientation

Week 2 (Sept. 30): Basics of Economics: Sectors of the Economy, What Causes the Business Cycle, the Business Plan (Units 7, 15, 23 in EBS)
Presentation: from rags-to-riches business successes
In-class activity: mock business meeting (launching a new company branch: the to do list)

Week 3 (Oct. 7): Management and Company Structure (Units 1-3 in EBS)
Homework: Reading: ‘What is Management?’ on p. 12 in Unit 1 and Vocabulary 1-2 on p. 13 in Unit 1; Reading: ‘Theory X, Theory Y’ on p. 16 in Unit 2; ‘Company Structure’ on pp. 22-23 in Unit 3.
Presentation: different forms of business associations, members of the management
In-class activity: interview

Week 4 (Oct. 14): The Personal Dimension: Human Resources and Recruitment (Units 5-6 in EBS)
Presentation: affirmative action and PC in business and at work, Dos and Don’ts of writing a CV
In-class activity: a job interview and a role play on p. 41

Week 5 (Oct. 21): On Sale: Marketing and Advertising (Units 12-13 in EBS)
Presentation: SWOT analysis, PEST analysis, Porter’s Five Forces analysis, 4Ps, 7Ps
In-class activity: Bring your favorite commercial or ad to class!!

Week 6 (Oct. 28): Hungary and the European Union
Homework: readings to be distributed later
Presentation: Hungary’s EU story in a nutshell, EU vocabulary
In-class activity: press conference

Week 7 (Oct. 31-Nov. 4): CONSULTATION WEEK

Week 8 (Nov. 11): Money Matters: Banking and Exchange Rates; the Stock Exchange, Bonds, Stocks and Shares (Units 14, 16, 17 and 26 in EBS)
Homework: Readings: ‘Banks and Financial Institutions’ on pp. 73-74 with vocabulary exercise; ‘Stocks and Shares’ on p. 87 in Unit 17; and Vocabulary exercise on p. 89 in Unit 17
Presentation: credit crunch, hedge funds, credit ratings (Moody’s, Standard and Poor’s, Fitch)
In-class activity: financial euronews (listening and on-the-spot interpreting)

Week 9 (Nov. 18): Money Still Matters: Accounting, Financial Statements and Taxation (Units 19, 22 in EBS)
Homework: Reading: ‘Google Inc. Balance Sheet’ on pp. 96-97, Vocabulary exercises on p. 95-96 in Unit 19
Presentation: basic financial and tax terms
In-class activity: role play

Week 10 (Nov. 25): Business Law: Terms and Conditions, the Language of Contracts, Case Law Report(s) (Units 14-15 in Widdowson, Business Law) and (Unit 3 in Smith, Business Law)
Homework: ‘Brussels Files Suit Over Bilateral Aviation Deals’ on p. 13 in Unit 3 from Smith, Business Law; and ‘Distribution Agreement’ on p. 57 in Unit 14 from Widdowson, Business Law.
Presentation: who is who ‘on the bar’ (solicitors, attorney-at-laws, barristers, prosecutors, etc.)
In-class activity: filing a business claim

Week 11 (Dec. 2): PROJECT PRESENTATIONS
Week 12 (Dec. 9): PROJECT PRESENTATIONS
Week 13 (Dec. 16): End-term examination
Week 14 (Dec. 23): Evaluation