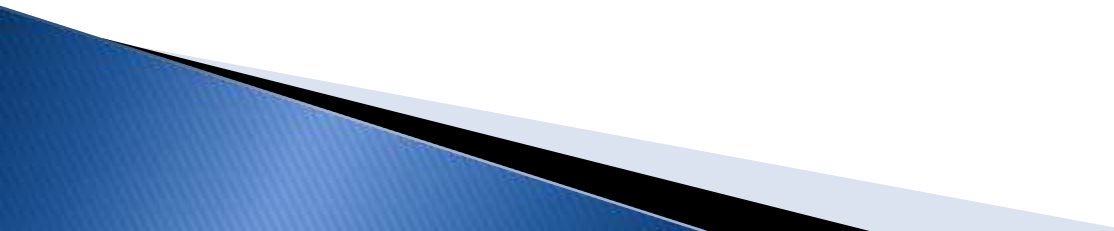


# Business English Specialization



# Overview

- ▶ What is Business English?
  - ▶ Program requirements
  - ▶ Career Prospects
  - ▶ Contact
- 

# What is Business English?

English is a modern *lingua franca*: a global common language for science, culture, politics and trade.

”Business English is the type of English used in business contexts, such as international trade, commerce, finance, insurance, banking, and many office settings.” (Katie Spencer)

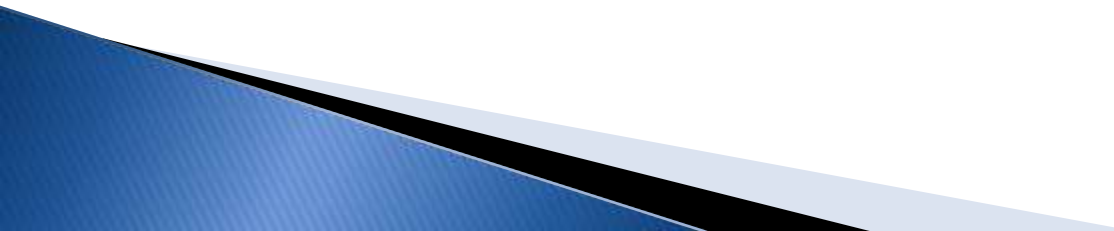
# The goals of the B. E. specialization

- ▶ To let you hear, read and productively use Business English.
- ▶ To develop *oral and written communication skills in English* including
  - more effective business correspondence and
  - the ability to make professional presentations

# The goals of the B. E. specialization

*To strengthen interpersonal communication skills, including the ability to work in teams*

To have a *sound understanding of key concepts in business and economics*



# The goals of the B. E. specialization

*To improve your chances of getting a fine job*

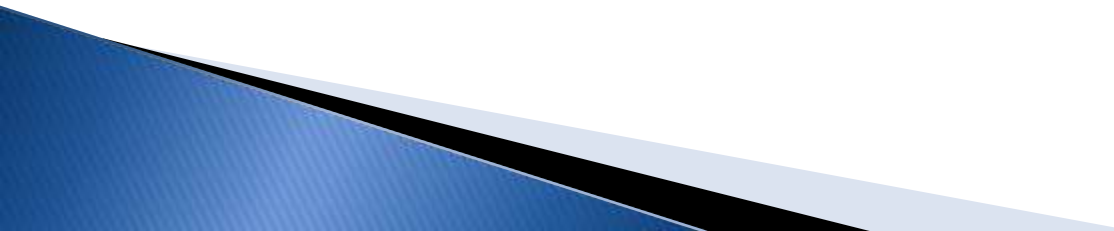
# Program Requirements

- ▶ 3 lectures (15 credits)
- ▶ 10 seminars (30 credits)
- ▶ specialization thesis (5 credits)



**50 credits**

# Lecture courses

- ▶ An Introduction to the World of Business
  - ▶ Business Etiquette
  - ▶ Advertising
- 



# The typical seminar structure

English for Specific Purposes	<b>Business terminology, communication skills</b>
The Terminology of Business English	
Skills Development	
Business Correspondence	
The Internet for Business	<b>The use of computers, multimedia</b>
Business Presentations	
A Multimedia Course in Business English	
Verbal and Visual Communication	<b>Culture and communication</b>
Intercultural Communication	
English in Advertising and the Media	

# Additional topics (occasionally available)

Real-Life Business

Introduction to Information Technology

Special Topics in Writing

Resources for Business English



# Specialization thesis

We ask you to write a specialization thesis in the fourth semester.

## Option 1:

- ▶ a 4000–word study (with at least 5–10 references) on a topic of your choice

## Option 2:

- ▶ a 3000–word study (with 5–10 references) **plus** a presentation (a PowerPoint slide show with 15–20 slides or a set of web pages) that supplements your specialization thesis

# Instructors

- ▶ Instructors from all three departments of IEAS teach in this specialization.
- + Occasional classes and talks by representatives of the corporate world (e.g. IT Services, BT, NI, TEVA, Transcosmos, Cloudagents, Flowserve, Diehl Aviation)

# Career prospects

## Positions held by our alumni in and around 2017:

- ▶ HR team leader (IT Services)
- ▶ Business analyst (IT Services, National Instruments)
- ▶ Head of service delivery unit (IT Services)
- ▶ Business operation consultant (National Instruments)
- ▶ Database administrator (British Telecom)
- ▶ Application administrator (IT Services)
- ▶ IT helpdesk analyst (IT Services)
- ▶ Project assistant (IT Services)
- ▶ Product analyst (NI)

# For further information

- ▶ Browse our website: [ieas.unideb.hu](http://ieas.unideb.hu)  
(Go to *Academic programmes/Specializations/ Business English*)
- ▶ Coordinator: Attila Cserép

Contact Me