

<b>SUBJECT</b>	<b>BUSINESS ENGLISH</b>
<b>SSD</b> (SettoreScientifico-Disciplinare)	L-LIN/12
<b>PROFESSOR</b>	Valeria Maria Florence Bathgate

<b>OBJECTIVES</b>	<p>The course has the aim of bringing students who already have a B1/B2 level of General English closer to business and marketing.</p> <p>With reading and listening activities, grammar in context and new technical vocabulary, the course focuses on topics and skills useful in an international business context.</p> <p>Using Case Studies, the final aim is to help students to develop in an accurate and fluent English their own business and marketing ideas in order to maximize and reinforce their abilities in the business field.</p>
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<b>CONTENTS</b>	<ol style="list-style-type: none"> <li>1. Business communication and its importance;</li> <li>2. International Marketing;</li> <li>3. Building relationships;</li> <li>4. International success of local companies;</li> <li>5. Business and marketing risks;</li> <li>6. International Management styles;</li> <li>7. Team building and its importance;</li> <li>8. Customer service and its importance;</li> <li>9. Crisis management;</li> <li>10. International mergers and acquisitions.</li> </ol>
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<b>EVALUATION</b>			
Final exam	<input type="checkbox"/>	Continuous assessment	<input checked="" type="checkbox"/>
Type of test:			
WRITTEN	<input checked="" type="checkbox"/>	ORAL	<input checked="" type="checkbox"/>

<b>BIBLIOGRAPHY</b>	
Author	Cotton David, Falvey David, Kent Simon
Title	<i>Market Leader Upper Intermediate</i>
Publisher	Pearsons
Published in	2016