

COURSE OUTLINE: ENGLISH FOR ECONOMICS AND BUSINESS III

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	ΕΓ103	SEMESTER	3rd
COURSE TITLE	ENGLISH FOR ECONOMICS AND BUSINESS III		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	2
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	SKILLS DEVELOPMENT / GENERAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English (lectures, course material and exams) Greek (during lectures, if needed, for deeper comprehension and clarification purposes)		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.uth.gr/courses/ECON_U_249/		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The students develop the type of skills in English that enable them to:

- communicate effectively in written discourse, writing formal emails for professional transactions (e.g. expressing and managing complaints, scheduling events).
- be aware of the basic concepts and factors of business planning, applying them in the creation and presentation of a report analysis.
- get familiar with and make use of special vocabulary and terminology related to their discipline in English.
- comprehend various texts that are published in the foreign Press and relate to current economic and entrepreneurial issues.
- practise their listening comprehension skills in English through audiovisual material.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and

sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- Searching for, analyzing and synthesizing information, by using digital technology
- Autonomous and Group Work
- Critical thinking and self-assessment
- Promotion of free, creative, inductive reasoning
- Familiarization with the international and interdisciplinary context

SYLLABUS

The course aims at familiarizing students with basic English terminology that relates to marketing, investments, data analytics, banking and international markets. In parallel, there is a development of communication skills relating to business transactions, as well as practice in writing production, reading and listening comprehension skills.

In particular, the thematic units analyzed during lectures are the following:

- Business intelligence, data analytics, artificial intelligence
- Accounting basic concepts
- Marketing basic concepts, brand awareness, SWOT report analysis
- Business cycles
- International markets, rating agencies, creditworthiness, investments
- Types of banks, bank risk management, bank recapitalization
- Written discourse: formal emails for business communication
- Oral presentation of SWOT analysis report, short conversations on the phone in a professional context
- Audio-visual material on topics related to those analyzed during lectures for further practice of specialized vocabulary.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face														
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	- Use of e-class platform for uploading (a) lecture material (b) announcements (c) exercises, relevant bibliography (d) students' assignments. - Use of technological tools for (a) presentation of lecture material and students' presentations (power point), (b) video viewing, (c) use of e-dictionaries of special terms.														
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the</i>	<table border="1"> <thead> <tr> <th><i>Activity</i></th><th><i>Semester workload</i></th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>39</td></tr> <tr> <td>Study and analysis of bibliography</td><td>12</td></tr> <tr> <td>Assignment writing</td><td>5</td></tr> <tr> <td>Meetings and examination of assignment progress</td><td>2</td></tr> <tr> <td>Exams</td><td>2</td></tr> <tr> <td>Course total</td><td>60</td></tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Study and analysis of bibliography	12	Assignment writing	5	Meetings and examination of assignment progress	2	Exams	2	Course total	60
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ECTS	
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	The final mark results from one of the following options: - Written exams at the end of the semester (100% of the final mark), including multiple-choice, gap completion, short-text answers. - Written exams at the end of the semester (80%), including multiple-choice, gap completion, short-text answers + two formal emails or one SWOT analysis report (20%). - Written exams at the end of the semester (60%), including multiple-choice, gap completion, short-text answers + one SWOT analysis report (20%) + oral presentation of a SWOT analysis report (20%). The instructions for the short written assignments and the oral presentation are presented in lectures. The information is constantly available throughout the semester, in the form of e-class announcements. These three options of assessment also apply for ERASMUS students, for whom English is the only language of instruction and assessment.

ATTACHED BIBLIOGRAPHY

• Τσαρούχα, Ε. (2022). <i>Αγγλική Οικονομική Ορολογία</i>. Broken Hill Publishers Ltd. • Πέππα, Ι. (2017). <i>English for Accounting and Business</i>. Εκδόσεις Δίσιγμα. • Stefan, J. (2016). <i>English for Students of Economics</i>. Δάρδανος. • Additional bibliography/ articles are recommended during lectures.
