

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G392	Business English I	8	3	0	0	3	5
Prerequisites	UPP.INT.						
Admission Requirements	UPP.INT.						
Language of Instruction	English						
Course Type	Elective						
Course Level	Bachelor Degree						
Objective	This course aims to improve students' business vocabulary of different functions of business						
Content	Week 1.Introduction						
	Week 2.Globalization						
	Week 3.Industries and sectors						
	Week 4.Global Economy						
	Week 5.International Marketing Mix						
	Week 6.Business Environment						
	Week 7.Product Development						
	Week 8.Midterm, Pricing, branding						
	Week 9.Sales Methods						
	Week 10.Trade performance						
	Week 11.Trade performance continued						
	Week 12.Consumer protection, customer service						
	Week 13.Organizational Chart						
	Week 14.Employment terms , course revision						
References	Robbins, S., Business Vocabulary in Practice,Cobuild, Business ; ,Trappe T., Graham T, New Insights into Business, Powell M, Business Matters, Rogers, J, Market Leader (advanced),CorballisT, Jennings W, English for Management Business in Action, Pearson Education						

Theory Topics

Week	Weekly Contents
1	Introduction
2	Globalization
3	Industries and sectors
4	Global Economy
5	International Marketing Mix
6	Business Environment
7	.Product Development
8	Midterm, Pricing, branding
9	Sales Methods
10	Trade performance
11	Trade performance continued
12	Consumer protection, customer service
13	Organizational Chart
14	.Employment terms , course revision