Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G392	Business English I	6	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	

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