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 |
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| 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 |

| Week | Weekly Contents |
|------|-------------------------------------|
| 14 | .Employment terms , course revision |