

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G492	Business English III	6	3	0	0	3	5

Prerequisites	G491
Admission Requirements	G491

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course is designed to teach students Business Vocabulary
Content	<p>Terminology on the following</p> <p>Week 1.Introduction</p> <p>Week 2.Currency Markets, International banking</p> <p>Week 3.International Trade</p> <p>Week 4.Accounting vocabulary</p> <p>Week 5.Accounting Vocabulary continued</p> <p>Week 6.Auditing</p> <p>Week 7.Cost accounting</p> <p>Week 8.Midterm Exam</p> <p>Week 9.Advertising, sales, promotions</p> <p>Week 10.Online marketing</p> <p>Week 11. Product development</p> <p>Week 12.Consumer behavior</p> <p>Week 13.Money markets</p> <p>Week 14.Course revision</p>
References	<p>Rogers, Market Leader, Advanced,</p> <p>Rogers, MArket Leader Advanced Workbook</p> <p>Business Vocabulary in Practice</p> <p>MacKenzie Ian , Professional English in Use, Finance</p> <p>Kotler& Armstrong, Principles of Marketing</p> <p>Marks, Vocabulary for Banking and Finance, Worbook</p>

Theory Topics

Week	Weekly Contents
1	Introduction

Week	Weekly Contents
2	Currency Markets, International banking
3	International Trade
4	Accounting vocabulary
5	Accounting Vocabulary continued
6	Auditing
7	Cost accounting
8	Midterm Exam
9	Advertising, sales, promotions
10	Online marketing
11	Product development
12	Consumer behavior
13	Money markets
14	Course revision