Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G492	Business English III	8	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	Terminology on the following Week 1.Introduction	
	Week 2.Currency Markets, International banking	
	Week 3.International Trade	
	Week 4.Accounting vocabulary	
	Week 5.Accounting Vocabulary continued	
	Week 6.Auditing	
	Week 7.Cost accounting	
	Week 8.Midterm Exam	
	Week 9.Advertising, sales, promotions	
	Week 10.Online marketing	
	Week 11. Product development	
	Week 12.Consumer behavior	
	Week 13.Money markets	
	Week 14.Course revision	
References	Rogers, Market Leader, Advanced, Rogers, MArket Leader Advanced Workbook Business Vocabulary in Practice MacKenzie lan , Professional English in Use, Finance	
	Kotler& Armstrong, Principles of Marketing Marks, Vocabulary for Banking and Finance, Worbook	

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