

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| G492 | Business English III | 8 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | G491 |
| Admission Requirements | G491 |

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| 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, Workbook</p> |

Theory Topics

| Week | Weekly Contents |
|-------------|---|
| 1 | Introduction |
| 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 |