

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G392	Business English I	8	3	0	0	3	5

Prerequisites	UPPER INT.
Admission Requirements	UPPER 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	<p>Week 1.Introduction</p> <p>Week 2.Globalization</p> <p>Week 3.Industries and sectors</p> <p>Week 4.Global Economy</p> <p>Week 5.International Marketing Mix</p> <p>Week 6.Business Environment</p> <p>Week 7.Product Development</p> <p>Week 8.Midterm, Pricing, branding</p> <p>Week 9.Sales Methods</p> <p>Week 10.Trade performance</p> <p>Week 11.Trade performance continued</p> <p>Week 12.Consumer protection, customer service</p> <p>Week 13.Organizational Chart</p> <p>Week 14.Employment terms , course revision</p>
References	<p>Robbins, S., Business Vocabulary in Practice,Cobuild,</p> <p>Business ; ,Trappe T., Graham T, New Insights into Business,</p> <p>Powell M, Business Matters, Rogers, J, Market Leader</p> <p>(advanced),CorballisT, Jennings W, English for Management</p> <p>Business in Action, Pearson Education</p>

## 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