



Syllabus

Term: 2025/26/2 **Subject name:** Business English **Subject code:** B19GMK02E

Unit (Unit code) Faculty of Business and Economics (KTK)

Lecturer responsible for the course: SZAMOSMENTI Marianne

Requirement: Signature

Classes per week : 0/2/0

Classes per term:

Purpose of education:

Business English is based on ESP teaching methodology as well as the basics of business and economy. Students who accomplish the course will be at ease with comprehending and taking notes of lectures, will find it easier to read and understand the assigned study materials and articles, will have basic presentation skills. The course also aims to provide students with ESP vocabulary and language skills; reading, writing, speaking and listening. As an outcome of the module, students with incidental shortcomings concerning the level of their English will be assisted to grade up to the average required to the accomplishment of their studies.

Contents:

Accuracy in writing 1

(Bailey, A Handbook for International Students, Chapter 3)

- abbreviations p.175
- articles p.184
- conjunctions p.192
- prefixes and suffixes p.203
- prepositions p.207
- punctuation p.213

Accuracy in writing 2

(Bailey, A Handbook for International Students, Chapter 3)

- singular or plural p. 217
- subject-verb agreement pdf
- time words, tenses Bailey p. 226
- passive p. 231
- verbs, tenses p. 241



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Contents:

Business communication

(Bailey Academic writing Part 4 Writing Models pp. 249 – 257)

Written business communication

- internal and external business communication
- form and business-specific language phrases
- notes and memos
- business letters – form of business letters business context of correspondence
- e-mails – register, style standard phrasing, e-mail etiquette
- E-mail in real life
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- Bookboon: Communication with technology - email
- Reports

Job application

Job application documentation

- Bailey p.254: CV, application letter
- infographic CV
- Bookboon: Motivation letters @Resumes

Job application

The job interview

- candidate testing methods other than the job interview



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Contents:

- Bookboon: Interview Secrets Exposed

Business communication

Oral business communication

Meetings

chairing, setting the agenda, controlling the conversation

participating, turn-taking, listening and taking notes

being diplomatic, agreeing and disagreeing

Negotiation

the key language of negotiation

Business conventions

Bookboon: Communicating with technology – teleconference

A Conference Call in Real Life



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Contents:

A Video Conference Call in Real Life

Discussion and written summary

Making presentations

- Preparation
- Parts of the presentation
- introduction
- linking and sequencing ideas,
- concluding
- responding to questions

Presentation topics

- Describing processes, cause and effect
- Criticizing, recommending
- Discussing the wider economic picture

Presentation topics: cross-cultural communication

- Pellegrini Riccardi: Cross-cultural communication
- Discussion
- TEDx talk: Ralph Strozza: Cultural Awareness in Globalized World
- Discussion
- Summary of discussion and outline of presentation



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Visual aids of presentation

- Talking about trends; graphs and charts
- PPT

Don McMillan: Life after death by powerpoint

David JP Phillips: How to avoid death by powerpoint

Written notes of the presentation

System of examing and valuation:

Presence in class, active participation and accomplishment of assignments: 40% Mid-term exam: 30%, Presentation: 30%.

Bibliography:

Study Material

Bailey, S. 2011: Academic Writing. A Handbook for International Students. Routledge, London and New York

Cotton, D. et al. 2006: Market Leader. Upper-intermediate Business English Coursebook. Harlow:



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Bibliography:

Pearson, Longman.

For Further Reading

Galloway, A. 2018: Motivation letters@ resumes: A guide for students. bookboon.com

Redelman, G.F. 2012: Interview Secrets Exposed. Redelman & Ventus Publishing ApS

Robinson, R. 2014: Communicating with Technology: A Guide for Professional Digital Interaction. bookboon.com

Bibliography: