



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Economics and Finance English IV							
Course Code		EF458		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	7	Workload	172 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To acquire fundamental concepts of Business English and to enable the students read and comment on texts and case studies about Business English.							
Course Content		Vocabulary, text and case studies in Business English.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Prerequisites & Co-requisites

Prerequisite	EF457
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Boone Louis E., David L. Kurtz (1995), Contemporary Marketing, The Dryden Press, Eight Edition, United States of America
2	Mullins, Laurie J. (1999), Management and Organizational Behavior, Pitman Publishing, 5th Editio, Great Britain

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Business English
2	Theoretical	Case Study: 'Problems at Head Office'
3	Theoretical	Case Study: 'Zeton Ltd.'
4	Theoretical	Case Study: 'The Wide Open Spaces'
5	Theoretical	Case Study: 'Managing Supervisors'
6	Theoretical	Case Study: 'Car-Parts of Westborough'
7	Theoretical	Evaluation Study
8	Intermediate Exam	Mid-term Exam
9	Theoretical	Case Study: Let the Buyer Beware'
10	Theoretical	Case Study: 'Privacy versus Profits'
11	Theoretical	Case Study: 'Resolving Marketing Problems in Korea'
12	Theoretical	Case Study: 'Making Products Universal'
13	Theoretical	Case Study: 'Applications of Organization Theory in Helgaton Ltd.'
14	Theoretical	Case Study: 'The Wakewood Organization'
15	Theoretical	Evaluation Study
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Assignment	10	2	2	40
Individual Work	10	1	2	30
Midterm Examination	1	8	1	9



Final Examination	1	8	1	9
Total Workload (Hours)				172
[Total Workload (Hours) / 25*] = ECTS				7
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to understand the words in Business English texts, articles and case studies
2	To be able to comment on Business English case studies
3	To be able to use terminological and practical knowledge gained in the case studies in Business English
4	Able to acquire the basic skills for fast and effective reading and apply them in translation situations
5	Prepare specialized terminology and utilize them in sight translation practices

Programme Outcomes (Economics)

1	To be able to understand and interpret the concepts, theories and methods of basic economics
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events
4	To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy.
5	To be able to prepare projects and to gain creativity skills
6	To be able to analyze macro and micro economic activities.
7	To be able to adapt the philosophy of lifelong learning

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	3	4	3
P2	3	3	3	3	5
P3	3	4	3	4	3
P4	3	3	3	4	3
P5	4	4	3	4	3
P6	4	3	3	4	3
P7	4	3	3	4	3

