

Veranstalter	Annette Deutschendorf
Thema	Teaching Customer-Oriented Communication in a Business English/ESP context
Art der Veranstaltung	Wirtschaftsenglisch E [ENG-22]
Veranstaltungsnummer	53-645
Zeit	2st. Fr 10-12
Raum	Phil 701
Beginn	4. April 2014

### Course description:

In this course we will develop materials for teaching customer-oriented communication in emails, phone calls and conversations with customers.

We are going to start with some research on recommendations for customer-oriented communication strategies. Based on these findings and the requirements of the *Rahmenplan Fachenglisch an Berufsschulen*, you should develop at least two lessons on this topic which should each emphasize a different skill, for example, a lesson training listening skills, a reading skills lesson etc. You are welcome to pick authentic materials related to your own professional background or the school where you are doing your Kernpraktikum. Part of the challenge will be to adapt these materials for mixed-ability groups, if necessary, and to incorporate a language focus (grammar/vocabulary) into the lessons, and we are going to explore different options for this. We are also going to look at Internet-based resources which can help teachers to use their time more effectively.

Please make sure you have access to this book from which several chapters will be set as required reading to give you more background on typical lesson structures and other teaching-related issues:

- Jim Scrivener, *Learning Teaching*, 3<sup>rd</sup> edition, Macmillan (IAA library PÄD 2-226)

*The seminar is aimed at students of "Lehramt Oberstufe Berufliche Schulen" with English as a subject.*

### Course requirements:

- regular attendance and active participation (including homework)

Sprechstunde während der Vorlesungszeit:	Montags 16-17 Uhr, Phil 1151
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail