

Veranstalter	Annette Deutschendorf
Thema	Major Business and Consumer Trends
Art der Veranstaltung	Wirtschaftsenglisch B [ENG-16, AA-W]
Veranstaltungsnummer	53-642
Zeit	2st. Mo 12-14
Raum	Phil 564
Beginn	17.10.2011

Course description:

IT IS ALWAYS WISE TO LOOK AHEAD, BUT DIFFICULT TO LOOK FURTHER THAN YOU CAN SEE.

(Winston Churchill)

In this seminar we will look at trends evolving in the world of management and in the relationship between companies and consumers. Some of these trends are already in full swing, such as mobile marketing. Others only just start, like the 'Employees First, Customers Second' approach in management – is that the future of management? We will try to form our own opinion on that.

In many cases, the Internet is a changing force transforming the way we live and run businesses so there will also be one or two topics for the more technically-minded among you.

For our purposes we will use a rather wide definition of 'business' if there are 'Gewerbelehrer' who would like to present a trend from their main subject, looking, for example, at changes in the provision of services in the respective industry.

Every participant is required to give an introductory presentation on a trend which should form the background for the ensuing discussion. Exercises from the **course book (P. Emmerson, Business Vocabulary Builder, Macmillan = the book used in the A course)** will be set as homework to learn and practice expressions from the management areas related to the trends discussed in class.

The seminar is mainly aimed at students of "Lehramt Oberstufe Berufliche Schulen" with English as a subject and at IAA students who wish to work on their business English skills.

Participants from other departments with very good language skills and an interest in business are welcome. You should have, for example, completed an "Englisch-Leistungskurs" with good or excellent results.

Course requirements:

- You have passed Wirtschaftsenglisch A successfully. It is possible to do both courses (A and B) in the same term but if you do not have a background in business you may need to do some extra reading to get into the subject.
- Presentation
- Regular attendance and active participation (discussions, homework)
- End-of-term exam

Sprechstunde während der Vorlesungszeit:	Montags 16-17 Uhr, Phil 1157
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail

