

Veranstalter.....	Annette Deutschendorf
Thema.....	Major Business and Consumer Trends
Art der Veranstaltung.....	Wirtschaftsenglisch B [ENG-16, AA-W]
Veranstaltungsnummer.....	53-642
Zeit.....	Mo. 12 - 14
Raum.....	Phil 564
Beginn.....	18.10.10

Course description:

**PREDICTION IS VERY DIFFICULT, ESPECIALLY IF IT'S ABOUT THE FUTURE.
NIELS BOHR**

People have always tried to forecast the future for religious, economic or political reasons. Nowadays computer simulations may have replaced the reading of chicken entrails but the underlying desire remains the same.

In the seminar we will see which trends experts forecast. Here are some examples of questions we will work on:

- Will we still store data on our office/home computer or will most data be stored in a virtual 'cloud' and processed with software which is Internet-based and paid for on a 'per usage' basis?
- What new opportunities does the rising popularity of smartphones create for marketing?
- What are the trends affecting employers and employees?

We will discuss our views of these trends and work systematically on the related business terminology. Every participant is required to give a presentation which introduces the main topic of a session. As this may be the first presentation in English for many of you, we will look at useful phrases and presentation styles in the first session. There will be a course website with lists of topics and materials (more details will be provided in the first session).

The seminar is mainly aimed at students of "Handelslehramt" and "Gewerbelehramt" 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:

- If you have no previous knowledge of business English it is strongly recommended that you do the A-course first. Otherwise it is possible to do A and B in the same term.
- Presentation (texts/references provided, no grade)
- Regular attendance and active participation
- End-of-term exam

(The course is credited with three credit points.)

