Curriculum Business English

* The Application Process (CV, covering letter, job interview)
* Language: English for business purposes
	+ business correspondence: letter of complaint, letter of apology
	+ telephoning
* Advertising
	+ elements of print advertisements
	+ slogans and psychology of advertising
	+ current trends in advertising
	+ controversial advertisements

⇨ creative design of video commercials

* Trade and economy in history
	+ from international trade to global players
	+ figurative language in economics / psychology of the stock market
* Corporate image and corporate strategies
	+ global players and the world’s most valuable brands:

Wal-Mart, Starbucks, Coca-Cola, Apple

* + brand development and business strategies in an ever-changing environment
	+ shaping the consumer society

* Entrepreneurship: from an idea to the product
	+ founding a company
	+ launching a product on the market
	+ business plan
* Current developments in global economy
	+ international market
	+ free trade agreements (TTIP, CETA)
	+ America’s global role
	+ China and the Tiger States
* Politics and economy