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