

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED ECONOMIC AND SOCIAL SCIENCES		
<b>ACADEMIC UNIT / DEPARTMENT</b>	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	5310	<b>SEMESTER</b>	3rd
<b>COURSE TITLE</b>	ENGLISH III		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
		3	0
<b>COURSE TYPE</b>	Specialized General Knowledge		
<b>PREREQUISITE COURSES:</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	English (Greek when necessary)		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	Yes (In English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://mediasrv.aua.gr/eclass/">https://mediasrv.aua.gr/eclass/</a>		

### 2. LEARNING OUTCOMES

Learning outcomes
<p><b>The aims of the course are the following:</b></p> <ul style="list-style-type: none"> <li>• To teach the students basic terms and concepts of Economics (Supply and Demand, Business Cycles, Inflation, Investment, Competition, 'Greenification' / 'Green' Economy, Business Planning, Entrepreneurship, Capital, Factors of Production) in English.</li> <li>• To teach the students basic terms and concepts of the language of Business in English.</li> <li>• To teach the students basic terms and concepts regarding various disciplines pertaining to Economics and Business English (Management, Business Administration, Banking, Finance, Customer Service, Accounting, Tax-related terms / Taxes, Negotiations, Conferences, Business Correspondence, Cover Letters, Customer Relations, Counter offers, Job Interviews, Project Management, Sales, Trade shows, Stock Markets, Contracts and Agreements, Quality Control, Advertising, Leadership / Leaders, Ethical Investment, Empowerment, Cash flows, Insurance / Warranties and Basic Math (Numbers, Decimals, Fractions, Percentages).</li> <li>• To train the students in all the above topics / subjects through many language exercises and relevant texts of Economic and Business English content.</li> </ul> <p><b>Upon successful completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand and define / identify clearly basic terms and concepts of Economics (Supply and Demand, Business Cycles, Inflation, Investment, Competition, 'Greenification' / 'Green' Economy, Business Planning, Entrepreneurship, Capital, Factors of Production) in English.</li> <li>• Understand and define / identify clearly basic terms and concepts of Business English.</li> <li>• Comprehend, define / identify, and distinguish between basic terms and concepts</li> </ul>

regarding various disciplines pertaining to Economics and Business English (Management, Business Administration, Banking, Finance, Customer Service, Accounting, Tax-related terms / Taxes, Negotiations, Conferences, Business Correspondence, Cover Letters, Customer Relations, Counter offers, Job Interviews, Project Management, Sales, Trade shows, Stock Markets, Contracts and Agreements, Quality Control, Advertising, Leadership / Leaders, Ethical Investment, Empowerment, Cash flows, Insurance / Warranties and Basic Math (Numbers, Decimals, Fractions, Percentages).

- Work out Business language exercises / problems and comprehend relevant texts of Economic and Business English content.
- Demonstrate a comprehensive and working knowledge / notion of the language of Business and Economics as it is expressed and used in the (Global) Labour Market.

### General Competences

- Adapting to new situations
- Decision-making
- Working independently
- Teamwork
- Production of free, creative, and inductive thinking

## 3. SYLLABUS

- 1: From General English to Business English
- 2: Business English / Economic Terms, Exercises in Business English, Business E-mails Exercises, Contract Negotiations, Business Negotiations / Talks , Employment Counter offers, Cover letter terms / Vocabulary, Customer Relations Management Software  
Job Interview Vocabulary, Corporate Buzzwords / Jargon, IT Project Management, Project Management, The Nature of Business, Business Glossary
- 3: Business English Vocabulary Exercises – Basic Terms, General Economic / Business Terms Exercises, Sales, Trade Shows, Management, Noun Adjuncts
- 4: Business English Grammar I, Relative clauses, Exercises, Conditional sentences (I, II, III, mixed), Inversion; ‘Wish’ Sentence constructions, Phrasal Verbs Exercise, Adjectives – Adverbs, Exercises, Adverbs and Participles, The Indefinite Article, The Definite Article, Exercises , Some Any – Much Many, Exercises , Singular – Plural, Determiners, Various Grammar Points
- 5: Economics – Business Cycles, Inflation, Supply and Demand, Business Competition
- 6: Investing – The Stock Market, a. Investing (Finance), b. The Stock Market (Finance), c. Vocabulary relating to Investments and the Stock Market
- 7: Contracts – Agreements, Vocabulary and Exercises
- 8: Business English Tests – Exam test items, Quality Control, Business English Exercise  
Business English Test 1, Business Collocations Quiz  
Business English Vocabulary Test, Business English Test 2
- 9: Defining Marketing, Marketing Vocabulary, Marketing Vocabulary Multiple Choice Tests, ‘Greenification’, Advertising, Warranties
- 10: Sales Vocabulary (A), Glossary, Sales Vocabulary (B), Business Planning
- 11: : Conferences Vocabulary, Revision Test (Contracts, marketing, warranties, business planning, and conferences), Numbers Vocabulary, Insurance Vocabulary, Glossary
- 12: Ethical Investment, Leadership , Definitions of Leader and Leadership, Leadership versus Management, Businesspeople and Entrepreneurs, Empowerment, Cash flow  
Market Share, Business English language (Various)
13. General Revision Exercises

A combination of teaching and learning methods will be used, aiming at the active participation of

the students and the practical application of the thematic units under examination. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies, and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

#### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b>	Face-to-face, Distance learning	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>• Support of the learning process through the University's AUA Open e-Class platform (integrated e-Course Management System)</li> <li>• Support of lectures using presentation software</li> <li>• Use of audio-visual material</li> <li>• Use of web applications</li> </ul> <p>Communication with students: face to face at office hours, email, e-class platform</p>	
<b>TEACHING METHODS</b>	<i>Activity</i>	<i>Semester workload</i>
	Lectures (direct)	39
	Writing paper / papers	26
	Independent study	52
	Advisory Support	6.5
	Exams	2
	Course total	125.5
<b>STUDENT PERFORMANCE EVALUATION</b>	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <p>i. Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may include:</p> <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Oral examination</li> </ul> <p>Evaluation criteria: correctness, completeness, clarity</p> <p>ii. Optional written exam or essay during the semester (weighting factor 30%) which may include:</p> <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Essay/report</li> <li>• Oral examination</li> </ul> <p>Evaluation criteria: correctness, completeness, clarity</p> <p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically Defined Criteria:</p> <p>The evaluation criteria are made known during the first</p>	

	lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.
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**5. ATTACHED BIBLIOGRAPHY**

Suggested Bibliography in the Greek Language:  
'Achieve TOEIC' A. Betsis, Betsis Publications  
Suggested Bibliography in the English Language:  
'Cracking the TOEIC' E. Rolins, Random House, London  
Instructor's Notes

The students are also given Economic English texts for study and practice, as well as graded language exercises for consolidation of vocabulary items and grammar and syntax forms.