

Cambridge English

Throughout this course, you will increase your confidence and skills in speaking and using the English language. You will undertake tasks to develop your oral, written, reading and aural skills within a business context. You will use your acquired skills in carrying out listening and reading activities, participating in oral activities based on given case studies and completing written tasks.

Tasks will also be given to developing your skills in the use of English grammar.

“Business Result is a comprehensive multi-level course in business English suitable for a wide range of learners. The main emphasis is on enabling students; helping them to communicate more effectively in their working lives. The course covers a variety of engaging topics over the fifteen units, so students without much work experience will receive a wide-ranging overview of the business world, as well as acquiring the key communication skills they will need in their future working lives.

Business Result helps students communicate in English in real-life work situations. The priority at all times is on enabling them to do so more effectively and with confidence.”

John Hughes & Jon Naunton, 2017, *Business Result Intermediate Student’s book with online practice*, 2nd edition, Oxford University Press, Oxford

Students will be required to buy:

John Hughes & Jon Naunton, 2017, *Business Result Intermediate Student’s book with online practice*, 2nd edition, Oxford University Press, Oxford

ISBN 978 0 19 473886-6

This needs to be purchased before starting classes.

Beginners English – Speaking skills

Throughout this course, you will increase your confidence and skills in speaking and using the English language. You will undertake tasks to develop your conversational skills and to enable you to hold conversations in a variety of situations, both social and business-related. You will use your acquired oral skills in giving both individual and group presentations. You will be introduced to writing simple texts such as emails and informal letters. You will carry out activities to improve your aural skills and increase your understanding of English grammar.

This course is taught by using the “flipping the classroom “ approach.

Business English

This course helps the student to acquire oral business communication skills in the form of meeting skills and presentation skills.

Meetings

Meetings are essential communications tools for running a company. They are fundamental for decision making and conveying information. When they are well run, they contribute to the social atmosphere within a team, whereas poorly run meetings become a source of frustration and disappointment. The reality is that few people like meetings. This is often because participants have scant experience in how to effectively contribute to meetings. Also, meetings are often poorly planned and executed by the meeting chairperson. In both cases, it is essential to establish the aims of the meeting and ensure that all participants are well prepared for the meeting. Again, the point is to get things done effectively so as not to waste one’s own time and the time of others.

You will learn not only how to prepare a meeting, but also participate in and lead a meeting. You will

come to understand how planning and executing meetings can save you considerable time and energy. Moreover, you will discover that meetings, when run properly, are very useful tools for getting things done. Want to be a good manager? Pay attention now and learn how to contribute and to lead meetings effectively!

Presentations

Presentations, the second part of the course, are also essential communication tools for running a company. They are a very important medium for sharing and conveying information or selling a product. When pitching to a client, talking to a small group of colleagues or giving the keynote speech at a conference, becoming an excellent presenter comes down to these important elements: structure, voice, body language, facts & figures and visuals. Therefore, in this course you will learn how to prepare and perform a presentation and how to start and how to finish it. You will learn how to use your voice and you will get a feel for effective body language. Additionally, you will learn how to design visuals and how to present numbers. These elements of presentations must be mastered and finally delivered so that you (the presenter) will achieve your communication goal. Want to be a good manager? Follow the course so that you will impress your future public with unforgettable presentations!

Dutch for Beginners

This Learning Arrangement (LA) helps the student to acquire a practical knowledge of spoken Dutch. This LA focuses mainly on spoken Dutch. However, listening, reading and writing skills are being considered as well.

German for Beginners

This course helps the student to acquire a practical knowledge of German. This course focuses mainly on spoken German. However, listening, reading and writing skills are being considered as well. The course will enable students to make themselves understood on a basic level in a German-speaking environment. Being able to speak basic German will also help students to function well within German society during their studies.

Marketing for beginners

Marketing Processes for ELEC is based on PLA2 Marketing Processes but is adapted for the English Language and European Culture (ELEC) exchange program. There is more focus on oral and written English skills by giving presentations and writing reports. The Marketing Processes for the ELEC course treats the marketing process as a basic structure for market-focused acting. In this course, the focus will be based on the entire marketing process in particular the subsections of marketing analysis, segmenting and target group identification as well as the marketing mix.

This course consists primarily of interactive lectures (theory) connected with topic-referred, practice-oriented exercises and report writing. Students will train their English skills throughout the course by having presentations on marketing theory, writing a report and participating in group discussions. Marketing is defined in economic theory and practice as the fundamental adjustment of all enterprise activities in the business market. The goal of every marketer is to create more value for customers. It starts with understanding consumer needs and wants, deciding which target markets the organization can serve best and developing a compelling value proposition by which the organization can attract, keep and grow targeted consumers.

Current Affairs in Europe

This module is designed to encourage students to familiarise themselves with current affairs in the areas of business, economy and society specifically in Europe. In an interactive, tutorial setting students will be stimulated to identify and research current news items to develop key research, assimilation and communication skills – with the added benefit of learning about current events in this region.

Sustainability in European Business

This module is about the impact of sustainability on European Business and what companies can do to become sustainable.

Culture

During this course, students will develop their insight into the origins of cultures, what cultures are influenced by and how our cultures can affect our own behaviour. Throughout this course, students will increase confidence and skills in working and communicating in an intercultural environment. The course is aimed at improving understanding and communication between different cultures. Students will undertake group- and individual exercises to gain experience influencing cross-cultural communication. All experiences from the exercises and excursions will be documented in the individual portfolio.

PR & Social Media

Think about how a video goes viral. It's not because it was pitched to a journalist - it's because the content itself was so amazing, people couldn't help but share it. Social media allows you to reach anyone, anywhere in the world, and if you have the right content it can be the catalyst that gets your content firmly in front of your target audience. During this course, you will learn the most crucial tips and tricks on how to reach and involve your customers with the help of social media. You get the opportunity to run an exciting project with your fellow students: you will apply the tools in a real-life setting.

In this semester you carry out a PR & Social Media strategy for a real organization. Together with students from various countries and majors, you receive a project assignment. During the semester multiple workshops in the field of social media, creativity, public relations will be provided so you have a solid toolbox for your PR & Social Media strategy with your international project group. Next to this, you receive support from an experienced coach and you receive briefings and feedback from the organization you will support.

International Customer Insights

This course discusses a wide range of factors that drive consumer behaviour by asking questions such as why is it such a bad idea to go grocery shopping on an empty stomach? (arousal), why do dieters give in so easily to forbidden food? (self-control) and why do men prefer zero coke to light coke? (expectations). During this course you will work with these factors so that you can apply these in the rest of your studies and future career. You will also learn what the implications are for an international marketing plan, by for instance adjusting pricing strategies or promotional activities.

International Events Management

Increasing competitive pressures are forcing organisations to find new ways to engage customers. Event Management has gained momentum among professionals as it creates an ultimate customer experience through live and face-to-face communication. This experience has a huge potential in creating amazingly positive customer responses. This course leads you through the stages of successful events management from design and idea generation up until the evaluation of events.