

Learning outcomes for IBM English for Business Studies

1. Enhancing *reading* skills preparing academic texts for the seminars
How to check : do you see progress in reading speed, amount of unknown words, understanding the matter and its context / bigger picture
- 5 2. Developing *speed reading* skills
How to check : measure the time you spend; find texts online that give you the amount of time the average reader needs
3. Enhancing *listening* skills working on video and audio material and interacting with lecturer and fellow students
10 How to check : how much do you retain having watched a video? If audio only material challenges you more, there is room for improvement
4. Enhancing *speaking* skills contributing in the seminar and break-out rooms; the competence level is expected to reach academic presentation level in the fourth semester
15 How to check : ask your peers for feedback; check seminar recordings to see what you sound like; ask the lecturer for feedback
5. Providing grammar and assessment material and exercises for self-revision
How to check : what feedback do you get for the assignments? Are you hungry for improvement or happy to be coasting along?
- 20 6. Specific tasks on Moodle to practice certain key areas of English as a written language
7. Enhancing academic *writing* skills handing in assignments and showing progress taking feedback on board; writing level to sustain a 5,000 word assignment at the end of the course
25 How to check : look at the feedback; what do you still have to work on; reflect on your process of preparing (material, structure) and then writing texts
8. Passive knowledge of academic writing
How to check : when you read the seminar notes texts, do you actively look out for how the authors structure their texts, what words, collocations, jargon they use?

9. Enhancing *verbalizing* visual representations (graphics tasks)
- 30 How to check : work on a graphic and write down the key message and the proof or illustration it may also give; then send it to me for feedback
10. Improving the attention to detail
- How to check : when working on graphics or texts, do you spot differences (remember the German phrase “Unterschiedsfeststellung ist Erkenntnisgewinn”)
- 35 11. Developing *critical thinking* skills assessing strategies, policies, facts
- How to check : do you ask yourself why something is like that? How it could be done differently? Whether something really makes sense?
12. Practice debating issues and discussing current issues
- How to check : do you have an opinion and learn how to justify or rationalize it? Make up your mind what is important to you; take position
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13. Developing case study competence
- How to check : when you read a case, are you able to separate the noise from the important issues? Do you remember relevant details? Do you use the models or tools (BCG matrix, Porter’s five forces) to be systematic?
- 45 14. The very broad scale of topics covering all areas of specialisation students can choose in the UK/Ireland, be it PG or UG together with 21st century topics is an opportunity for inspiration as well
15. Enhancing research skills for academic success