

Detailed Syllabus
English 9 CFU – MII
a.a. 2023/2024
Prof. Raffaella Antinucci

WRITTEN TEST: grammar and specialised vocabulary as follows.

Business English from Tonya Trappe and Graham Tullis, *Intelligent Business – Intermediate Coursebook*, Pearson Longman, 2012 (Units **1, 2, 3, 4, 6, 7, 9**, downloadable from Teams and Moodle).

Unit 1 Companies

Vocabulary:

- Types of company

Grammar:

- Present simple and present continuous

Unit 2 Leadership

Vocabulary:

- Management styles
- Business collocations

Grammar: Definite and indefinite articles

Unit 3 Strategy

Vocabulary:

- Strategy

Grammar:

- Future forms
- Suffixes

Unit 4 Pay

Vocabulary:

- Pay
- Phrasal verbs

Grammar:

- Present perfect and past simple

Unit 6 Marketing

Vocabulary:

- Marketing and brands

Grammar:

- Comparatives and superlatives

Unit 7 Outsourcing

Vocabulary:

- Outsourcing, offshoring and corporate downsizing

Grammar:

- First and second conditional

Unit 9 Recruitment

Vocabulary:

- Recruitment and the application process

Grammar:

- Relative pronouns

ORAL EXAMINATION

A. Discussion of one or more articles (chosen by the tutor) taken from the textbooks used in class (**summary, comments, and opinions**).

From *Intelligent Business – Intermediate Coursebook*:

- *A Matter of Choice* p. 9
- *When to terrorise talent* p. 17
- *Nike's Goddess* p. 25
- *The Rewards of Failure* p. 35
- *Money can buy you love* p. 51
- *The New Global Shift* p. 61
- *Job interviews* (transcript) p. 170

From *English for Management Studies in Higher Education Studies* (Tony Corballis and Wayne Jennings, Garnet Education, 2009):

- *What is Leadership?* (PDF, downloadable from Teams and Moodle)

B) Reading and translation (and a short discussion with comments and opinions) of the following business articles, downloadable from Moodle:

- “The world’s biggest maker of spectacles wants to be a tech firm”, *The Economist*, 22nd February 2024;
- Bartleby, “The magic formula of management”, *The Economist*, 6th October 2022;
- Johnson, “The importance of handwriting is becoming better understood”, *The Economist*, 14th September 2023;
- Pamela Duncan, Carmen Aguilar García and Jasper Jolly, “Women still paid less than men at four out of five employers in Great Britain”, *The Guardian*, 5th April 2023;
- Rachel Hall, “Four-day week made permanent for most UK firms in world’s biggest trial”, *The Guardian*, 21st February 2024;
- Don and Charlie Sull, “Two experts predict AI will transform companies’ understanding of themselves”, *The Economist*, 12th February 2024.

NB All materials can be downloaded from the e-learning platform (the module “Lingua Inglese 9cfu – Prof.ssa Antinucci MII” is among the MII courses, <https://elearning.uniparthenope.it/course/view.php?id=2082>).