



Schulinternes Curriculum Business English Q1 (Vorschlag Juli 2016)

Einheit	Topics	Kompetenzen (Schwerpunkt)
Business Travel	Becoming aware of intercultural differences: Business abroad	Leseverstehen, Sprechen
	Communicating while on business travel: at the hotel , networking, mingling	Hörverstehen, Sprechen
The Future of Work	Learning about key terms of international trade	Sprechen
	Learning about key factors for developing a(n international) business	Hörverstehen
	Researching current affairs of international trade, e.g. TTIP and CETA	Informationen sammeln, auswerten, darstellen
	Assessing aspects of business efficiency, such as cost-reduction measures, types of office, ...	
	Writing a business report	Schreiben
Marketing	Developing a market campaign for an apple	Sprechen
	Learning about the “four Ps” of marketing	
	Learning about alternative methods of marketing	Leseverstehen
	Learning about work at a marketing company	Hör-Seh-Verstehen
	Developing a marketing strategy for a Jeans brand	Sprechen
	Raising language awareness: Slogans	
Study Case: Ad Analysis of a well-known product	Researching “the four Ps” of a well-known product	Informationen sammeln, auswerten, darstellen
	Analysing an advertisement of that product	
	Designing and presenting a handout	Präsentieren & Zuhören
Study Case: Introducing a new product to the German market	Developing a survey for market research	Hörverstehen
	Presenting a product in a convincing way	Informationen sammeln, auswerten, darstellen
	Critical assessment of a product’s value	Präsentieren & Zuhören