**Academic language skills**

ECTS Credit Points: **3**

28 hour(s) lecture and 0 hour(s) seminar per semester (2+0/week)

Type of exam: practical

Requirements:

- for signature: 3 allowed absences per semester.

- for a grade: Completing assignments / exercises.

**Summary of content - practice**:

The aim of the course is to prepare students for academic studies in the field of agriculture. The focus is specifically on the skills which students of agribusiness and agriculture need, that include written and oral communication, technical vocabulary. During the course we intend to cover key facts and concepts from the discipline of agriculture.

1. **Orientation, needs analysis**
2. **Agriculture and business (Listening, speaking activities)**
3. **The origins of agribusiness**
4. **Foundations of modern agriculture (reading, writing activities)**
5. **Agricultural advances through the ages**
6. **Soil, land and environment (Listening, speaking activities)**
7. **Food security**
8. **Midterm exam. Organic farming methods**
9. **Technology and agribusiness (reading, writing activities)**
10. **Using IT for research .**
11. **Agribusiness marketing (Listening, speaking activities)**
12. **Products and strategies, marketing mix (reading, writing activities)**
13. **Revision**
14. **End term, Evaluation**

**Literature**

ROBIN MATHESON (2014): Agribusiness and Agriculture in Higher Education Studies. Garnet publishing Ltd. ISBN 978-1-859664-450-0

ANDREWS, P. H. & BAIRD, J. E. (2000): Communication for Business and the Professions 8th Edition. Waveland Press, Long Grove, IL. ISBN-13: 978-1577663799, 720 old.

WIWCZAROSKI, T.B. (2007): Writing and Professional Communication. Debrecen, 97 old.

Michael McCarthy, Felicity O’Dell: Academic Vocabulary in Use