

Subject	Advanced English Language			
Type	Type	Semester	ECTS	
	ELECTIVE (E)	2	3	
Lecturer	Dr. Alma Lama			
Aims and Objectives	<p>This course aims to develop advanced English language skills in academic, professional, and research contexts related to the field of sports. The focus is on enhancing reading, writing, speaking, and listening skills, with a particular emphasis on sports science, sports management, coaching, and fitness communication. Students will engage in critical analysis of academic texts, case studies, and research articles, and practice oral and written communication relevant to the sports profession.</p>			
Learning Outcomes	<p>With the completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate advanced proficiency in academic and professional communication, both oral and written, within the context of sports science and management. • Use sports-specific terminology accurately and fluently in a variety of communication settings (e.g., coaching, research presentations, event organization). • Write clear, well-structured academic essays, research reports, and project proposals in sports studies • Critically evaluate arguments, methodologies, and findings in sports science research. • Deliver confident and persuasive oral presentations on topics in sports science, coaching, or sports management. • Use advanced English language skills to engage in interdisciplinary collaboration and international communication in the field of sports. 			
Content	Week	Topics		
	Syllabus presentation			
	1	Introduction to Advanced English in Sports		
	2	Advanced Sports Terminology and Vocabulary		
	3	Writing and Presenting Research in Sports Science		
	4	Communication Strategies in Coaching and Athlete Motivation		
	5	Sports Journalism and Media Communication		
	6	Ethics and Fair Play in Sports		
	Mid-term exam – 1			
	7	Business Communication in Sports Management		
	8	Health and Fitness Communication		
	9	Sports Law and Contract Negotiation		
	10	Writing Case Studies on Sports Injuries and Rehabilitation		
	11	Sports Event Planning and Organization		
12	Global Perspectives in Sports			
Mid-term exam – 2				
Teaching/Learning Methods	Activity	Weight (%)		
	Weekly lectures on sports-related topics and language use.	10%		
	Collaborative tasks, including debates and project planning.	20%		
	Oral presentations on sports research topics	20%		
	Guided reading of academic and professional sports texts.	50%		
Assessment Methods	Methods of assessment:	%		
	Participation	10%		
	Class Assignments	20%		
	Project Base Learning	20%		
	Mid-Term 1 /25%	/		
	Mid -Term 2 /25%	/		

	Final	50%	
ECTS Workload	Activity	Weekly hours	Workload
	Lectures	2	24
	Lab	n/a	12
	Independent learning	n/a	29
	Examination preparation	n/a	10
Literature	<p>The Language of Sport by Adrian Beard</p> <p>Research Methods in Physical Activity by Jerry R. Thomas, Jack K. Nelson, and Stephen J. Silverman</p> <p>Coaching for Performance: The Principles and Practice of Coaching and Leadership by Sir John Whitmore</p> <p>Sports Journalism: Context and Issues by Raymond Boyle</p> <p>The Art of Public Speaking by Stephen E. Lucas</p> <p>Sports Management: Principles and Applications by Russell Hoye, Aaron Smith, Matthew Nicholson, and Bob Stewart</p>		
Ethical standards	<p>This course follows UBT College's Code of Ethics, requiring all students to behave accordingly. Any case of academic misconduct, including but not limited to cheating, plagiarism, or other forms of dishonesty, will lead to significant punishment such as failure of the specific assessment or the entire course, as well as further disciplinary measures in accordance with UBT College's academic integrity policies.</p>		
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