

Syllabus

Subject Title	Practical Business English	Department	Economics & Commerce	Major	Commerce and Finance	
Course Summary	This course integrates both business situations and business English skills. From business situations, this course is aimed to provide students with an introduction to the business related situations. From international business English skills, the course also explores how English expressions are used in business and workplace situations in a range of different business contexts.					
Objective	<p>This course focuses on the development of individual and group-work of practical business English use. Through this course, students are able...</p> <ul style="list-style-type: none"> -to understand a variety of different accents in the listening exercises and the cross cultural viewpoints. -to develop their listening and speaking skills through activities. -to learn their conversation strategies in business settings. -to learn practical business English based on grammatical usage. -to develop their own professional language skills in various aspects of business and culture. 					
Manner of lecturing	Lecture	Discussion	Hands-on Practice	Practice	Assignment	-
	Y	Y	Y	Y	Y	-
Reference						
Textbook	Title	Author	Publication	Year	ISBN	
(Not required)	Get ready for international business: English for the workplace	Andrew Vaughan & Dorothy E. Zemach	McMillan	2013	9780230447912	
(Not required) Additional	Communicating in Business English	Bob Dignen	Compass Publishing	2003	9781932222173	
(Not required) Additional	Market Leader: Working Across Cultures	Adrian Pilbeam	Pearson Longman	2010	9781408220030	
(Not required) Additional	International Business	차형석	다락원	2015	9788959959624	
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Evaluation	Midterm: 30%, Final: 30%, Presentation & Participation in discussion: 20%, Attendance: 10%, Assignment: 10% (Assignments will be announced in class.)					
Personal interview available time: by appointment						
Week	Contents					Method
01	Introduction & Overview Unit 1. Breaking the ice: Self-introductions, Small talk, conversation topics					Lecture, students discussions
02	Unit 2. An important visitor: Business English expressions (English for the telephone & presentations-1) -Starting Good Presentation, Presenting information: opening and introduction, signaling-linking the parts -Guiding a visitor, Making a phone call, Switching speaking					Lecture & student-led discussion
03	Unit 2. An important visitor: Business English expressions (English for the telephone & presentations-2) -Stereotypes and generalizations					Lecture & student-led discussion

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	-Opening a call, receiving and taking messages, structuring a call, etc. -Highlighting and emphasizing, engaging your audience, visual aids (design and types, describing charts)	
04	Unit 3. What's on the agenda? (English for meetings-1) -Running meetings, Meetings and discussions: opening and starting topics, giving and explaining reasons, closing a meeting) -First meetings, social phrases, talking about jobs	Lecture & student-led discussion
05	Unit 4. That's a good idea (English for meetings-2) -Discussion ideas, Meeting and discussion: agreeing and disagreeing, moving through a meeting -Controlling, Interruptions, Asking questions, Making decisions, Closing a meeting, Problem solving meetings	Lecture & student-led discussion
06	Unit 5. I'll call you back (Cross-cultural aspects) -Transferring information, Communication difficulties, Complaining -Cross-cultural tips, audio-conferencing	Lecture & student-led discussion
07	Unit 6. Can I get their foot? (English for socializing-1) -Asking for information, Giving directions, non-verbal communication -Talking about interests, sports, home, family, relationships	Lecture & student-led presentations
08	Midterm	Good luck!☺
09	Unit 7. Best wishes (English for socializing-2) -Understanding expressions in written English, Email expressions, Vocabulary -Talking about business environment, health and lifestyles, etc.	Lecture & student-led presentations
10	Unit 8. That's a good question! (English for negotiating-1) -Giving a presentation, Giving and Receiving feedback, Delivery eye contact, voice, Endings, Dealing with questions -Successful negotiations	Lecture & student-led presentations
11	Unit 9. What was his major? (English for negotiating-2) -Discussing job applications, Reading and writing a CV, Supporting opinions, Describing experience -Opening, Agreeing, Clarifying positions, Making and responding to proposals	Lecture & student-led presentations
12	Unit 10. Tell me about yourself (English for negotiating-3) -Giving key information, Being interviewed, Describing background, future and strengths -Handling conflict and resolving sticking points, Closing a negotiation	Lecture & student-led presentations
13	Unit 11. I need to work harder (English for high and low context cultures) -Responding to feedback and asking for clarification, Checking understanding, Self-evaluation -Discussion performance plans	Lecture & student-led presentations
14	Unit 12. They're too expensive (English for cultural mistakes) -Discussing gifts, Selecting gifts, Explaining a problem, Giving and accepting apologies) -Cross cultural tips	Lecture & student-led discussions
15	Final Exam	Good luck!

- This will be a student-centered class where most of the work will be done in small groups with short lectures at the beginning and/or end of class. Students will be expected to critically examine business English expressions and discuss the related issues with their fellow students.