

900 701: BUSINESS ENGLISH

1. COURSE TITLE: 900 701 Business English

2. COURSE DESCRIPTION:

Introduction to a practical application of basic language usage skills with emphasis on fundamentals of business writing and oral communication in business context.

3. COURSE OBJECTIVES:

This course helps students develop the skills needed to communicate successfully on the job with emphasis on reading strategies, analytical thinking, discussion and oral presentation. Topics integrated throughout the course include global communications, business topics, and business related issues.

4. INSTRUCTOR:

- Ajarn Parichart Phootirat
Email: phootir2@uwm.edu

5. DURATION:

Total 45 hours; 42 hours for instruction and 3 hours for final examination.

6. TEACHING METHODS AND STRATEGIES:

The instructor may use case studies, lectures and explanations, exercises from the handouts, recent changes in the communication process, current events, Power Point presentations, and experiences and discussion.

7. INSTRUCTIONAL MATERIALS:

- Class handouts.
- Selected articles from business journals, magazines, newspapers or other sources.
- Authentic materials such as reports, VDO, etc.
- It is recommended that you should have a binder to organize and store paper documents.

8. ATTENDANCE:

Participants are expected to attend all sessions in this course, arrive on time, and stay for the whole class. If participants have more than four absences, they may be dropped from the class.

9. ASSESSMENT:

To pass this course, participants must complete all of the assignments, and achieve a minimum of 60 per cent on overall evaluation. The weighting of the course assignments is as follows:

1. In-class assignments and case studies analysis	20%
2. Quizzes (4x10)	40%
3. One Group Presentation	20%
4. Final Examination	30%
Total	<u>100%</u>

****Passing Grade is 60%****

10. TENTATIVE SCHEDULE:

<i>SESSION</i>	<i>CONTENT</i>
1	<ul style="list-style-type: none"> • Orientation and course discussion • Diagnostic test • Business introduction
2	<ul style="list-style-type: none"> • Feedback from the test and review • Enhancing vocabularies • Understanding and looking up parts of speech in a dictionary • Getting meaning from context: punctuation, other sentences, logic • Case study: Apple's iPod: Big Profits Come in Small Packages
3	<ul style="list-style-type: none"> • Understanding dictionary entries: words with single and multiple meanings • Using parts of speech to understand vocabulary • Identifying the topic and main idea • Case study: New Coke
4	<ul style="list-style-type: none"> • Using suffixes to understand parts of speech • Predicting content of a reading: skimming and scanning • Case study: Big Airlines in Big Trouble • QUIZ 1
5	<ul style="list-style-type: none"> • Recognizing synonyms • Understanding the main idea and details • Getting meaning from the context (e.g. and i.e.) • Case study: Anita Roddick: The Business of Bettering the World
6	<ul style="list-style-type: none"> • Matching words with similar meanings • Analyzing suffixes and prefixes • QUIZ 2 • Case study: Azim Premji: The Billionaire of Bangalore
7	<ul style="list-style-type: none"> • Getting meaning from context: examples, opposites, and 'in other words' • Identifying • Case study: Ebay: Something for Everyone
8	<ul style="list-style-type: none"> • Understanding general and specific words • Understanding conclusions • Case study: Amazon: Not Just a Bookseller • QUIZ 3
9	<ul style="list-style-type: none"> • Identifying inferences • Understanding chronology: scanning time words • Case study: Sam Walton: Founder of the Wal-Mart Empire
10	<ul style="list-style-type: none"> • Organizing information using an outline • Recognize summaries in a reading • Case study: Gucci: A Family Story • QUIZ 4
11	<ul style="list-style-type: none"> • FINAL PRESENTATIONS • Case study: IKEA
12	<ul style="list-style-type: none"> • FINAL PRESENTATIONS (CONT.) • Feedback and comments on final presentations • Reviewing all skills practiced throughout the course before final exam

11. SYLLABUS CHANGE:

While every attempt has been made to prepare this syllabus and class schedule in final form, it will be the instructors' prerogative to make any changes as may be deemed necessary in order to meet the learning outcomes of the course. Participants will be notified of any change.