

## **Course Description : Business English 900 701 (WEEKDAY)**

This course focuses on developing business communication skills in work-related activities and language skills, especially reading strategies, note-taking and oral presentation. Key performance areas include exchanging information, tackling problems, and planning. Students will be exposed to various types of business articles, news, reports, correspondence and proposals in the modern business world.

**Instructor :** Associate Professor Dr. Kanittha Navarat

**Schedule :** Tuesdays, 18.00-21.30

**Dates 2009 :** June 2, 9, 16, 23, 30, July 14, **July 21 (Mid-term exam)**, July 28, August 4, 11, 18, 25, September 1 and **September 8 (Final Exam)**

### **ASSESSMENT :**

2 quizzes	20 %
1 Group presentation	20 %
Midterm exam	30 %
Final exam	30 %
Total :	100 %
<b>Passing Mark</b>	<b>60%</b>

**Materials :** Coursebook "Quick Work" by Vicki Hollett, Oxford University Press, England.

Handouts, authentic materials e.g. business reports, newspaper articles, marketing research, websites.

### **Course Syllabus**

**Session 1 : June 2**

**Unit 1 : ORGANIZATIONS**

Getting to know each other : Business Introduction  
Describing your company  
Identifying your reading problems  
Reading strategy 1 : Surveying

**Session 2 : June 9**  
**Unit 1 : ORGANIZATIONS**

Describing current projects  
Discussing organizational strengths  
Reading strategy 2: Reading for Main Idea

**Session 3 : June 16**  
**Unit 2 : VISITORS**

Describing a journey  
Making arrangements for a visit  
Reading strategy 3 : Reading for Specific Information

**Session 4 : June 23**  
**Unit 2 : VISITORS**

**QUIZZ 1**  
Describing business problems  
Reading website information  
Reading strategy 4 : Reading in Detail

**Session 5 : June 30**  
**Unit 3 : SHARING IDEAS**

Brainstorming meetings  
Discussion for Marketing team  
Reading strategy 5 : Understanding References

**Session 6 : July 14**  
**Unit 3 : SHARING IDEAS**

Giving and asking opinion  
Holding a meeting  
Reading strategy 6 : Drawing Inferences

**Session 7 : July 21**  
**Unit 4 : EXCHANGING INFORMATION**

**Mid-term Exam( 2 hrs)**  
Describing and explaining products  
Providing an information update

**Session 8 : August 4**  
**Unit 4 : EXCHANGE INFORMATION**

Business problems  
Product research  
Reading strategy 7 : Facts and Opinions  
Reading strategy 8 : Identifying Attitude and Tone

**Session 9 : August 11**  
**Unit 5 : SOLVING PROBLEMS**

Feedback on Mid-term exam  
Anticipating problems  
Actions and Consequences  
Reading strategy 9 : Note-taking from Reading

**Session 10 : August 18**  
**Unit 5 : SOLVING PROBLEMS**

Implementing Plans  
Planning future strategies  
Reading a cross-cultural questionnaire

**Session 11 : August 25**

**QUIZZ 2**  
Group presentations

**Session 12: September 1**

Group presentations  
Feedback on presentation  
Review for Exam

**Final Exam : September 8, 2009 between 9.00-12.00**

## **Business English**

### **Course Objectives :**

1. To improve reading skills and strategies
2. To present and discuss business matters
3. To listen to business presentations and conversations
4. To enhance vocabulary in the business context

### **READING STRATEGIES :**

1. **Surveying**
2. **Main Idea**
3. **Scanning**
4. **Detailed Reading**
5. **References**
6. **Inferences**
7. **Facts and Opinion**
8. **Attitude and Tone**
9. **Note-taking**