

900701: BUSINESS ENGLISH

1. COURSE DESCRIPTION:

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

2. 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 basic oral presentation. Topics integrated throughout the course include global communications, business topics, and business related issues.

3. INSTRUCTOR:

- Ajarn Parichart Phootirat
Email: phootir2@uwm.edu

4. DURATION:

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

5. 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 as well as discussion.

6. SELECTED TEXTBOOKS

- The Business: upper-intermediate by John Allison, Jeremy Townend, and Paul Emmerson.
- Business Benchmark: pre-intermediate to intermediate by Norman Whitby

7. ADDITIONAL INSTRUCTIONAL MATERIALS:

- Class handouts.
- Selected articles from business journals, magazines, newspapers or other sources.
- Authentic materials such as reports, VDO clips, 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. Attendance	10%
2. In-class assignments	10%
3. Quizzes (3x10)	30%
4. Group Presentation	20%
5. 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 syllabus discussion• Pre-test• Class introduction
2	<ul style="list-style-type: none">• Understanding and looking up parts of speech in a dictionary• Words with single and multiple meanings• Reading practice: Case study/News
3	<ul style="list-style-type: none">• Using parts of speech to understand vocabulary• Getting meaning from context: punctuation, other sentences, logic• Finding an appropriate heading• Reading practice: Case study/News
4	<ul style="list-style-type: none">• Predicting content of a reading: skimming and scanning• Reading practice: Case study/News• QUIZ 1
5	<ul style="list-style-type: none">• Identifying the topic and main idea• Delivering presentations• Reading practice: Case study/News
6	<ul style="list-style-type: none">• Understanding the main idea and details• Comparison• Reading practice: Case study/News
7	<ul style="list-style-type: none">• Describing statistics• Reading practice: Case study/News• QUIZ 2
8	<ul style="list-style-type: none">• Understanding executive summary• Reading practice: Case study/News• ORAL PRESENTATION
9	<ul style="list-style-type: none">• Identifying inferences• Negotiating a compromising• Reading practice: Case study/News
10	<ul style="list-style-type: none">• Organizing information using an outline• Recognize summaries in a reading• Reading practice: Case study/News• QUIZ 3
11	<ul style="list-style-type: none">• Summarizing texts• Internal memo• Reading practice: Case study
12	<ul style="list-style-type: none">• 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. Students will be notified of any change.