

BACHELOR PROGRAM

MAJOR:.....

CONCENTRATION:.....

1. Course title:

ENGLISH FOR BUSINESS COMMUNICATION I (MODULES 1-2)

2. Course code:

3. Number of credit: 6 credits divided into 4 modules – 3 credits for each

4. Level: students of 1st and 2nd academic years

5. Teaching time allocation:

- **Lecture:** 40%
- **Practice:** 60%
- **Other:**

6. Prerequisites:

Students must have English ability in correlation to Level A1 of CEFR (Common European Framework of Reference)

7. Course Aims and Learning Objectives:

The course is to enable students to practice and develop English language as one of the communication tools in international business environments. Students are to study vocabulary and special terms regarding topics in business communications. Also, students have opportunities to review important grammar points and use them in interaction. The course focuses on helping students enhance 4 language skills: listening, speaking, reading, and writing.

- **Listening:** Students are able to catch the main point in short passages and listen for specific detail in short, clear, simple messages and announcements. Also, the course will prepare students for the various types of listening skills required for TOEIC.
- **Speaking:** Students are able to engage in short conversations and report personal information and express opinions. Students will also be introduced to the presentation skills and practise in groups.
- **Reading:** Students are able to understand overall meaning of academic texts or authentic articles (adapted to students' English levels) in various topics on economics and commerce that help students to widen their knowledge in these fields of study. Along with developing specialized and business related vocabulary, students are to acquire useful techniques and strategies to deal with reading tests or reading materials.
- **Writing:** Students will learn writing strategies. Emphasis will be on development of sentence structure and sentence variety to the paragraph level. Students will also be introduced to the paragraph form, including expression of the main idea in topic sentences.

By the end of the course, students will be expected to attain Level A2 of CEFR.

8. Course Description

The course consists of two (2) main types of activities: class study and independent study. In order to be successful in this subject, students are required to have appropriate learning methods and, especially, make efforts both in class hours and independent study.

- **Class study**

Students have opportunities to practise language skills such as reading, listening, writing and especially taking part in tasks such as discussions, role play and problem-solving helps them to develop their oral skills and abilities for team/group working.

- **Independent study**

Students are expected to complete homework and exercises in materials compiled by teachers of English Department. Students can contact their instructors for advice, supports and any further clarification.

9. Student learning activities:

Participations in all class activities and completion of all end-of-unit tests are ones of the criteria for the successful study.

Students are expected to

- Attend a minimum of 80 percent of class hours.
- Complete all assessment tasks for this subject.
- Plan their independent study under the guidance and advice of instructors.

10. Learning materials:

1. Course Book - Market Leader – Elementary Business English- David Cotton, David Falvey & Simon Kent; Pearson Longman 2011.
2. Practice Book (modules 1-4) – compiled by English Department. 2009 -2012

11. Assessment

Allocation of marks:

- Progress: (including class activities, class attendance. independent study and a mid-term test): 30%

For each module, the instructor will further advise students regarding such issues as attendance requirements, assignment arrangement, and the detailed outline of content and skills taught, practised and tested.

- Final test : 70%

Final test Specification

The 100-minute final test consists of two sections (Section 1: Language usage & Section 2: Language use). The test specification is as follows:

<i>Sections/goals</i>	<i>Task type</i>	<i>No of items</i>	<i>Points (100)</i>
Language usage			
Grammar, structure, Vocabulary.	Cloze	10	10
	MC	15	15

Word formation	Completion	5	5
Language use			
Reading: text	MC, completion	20	20
Language functions	Matching	10	10
Writing (HP1&2)	Sentence arrangement	5	10
	Sentence building	5	10
Listening	MC	5	10
	Gap fill (questions)	5	10
Total		70 test questions	100 points

12. Course Grading Scale: Credit

13. Lecture Program

Task-based Language Teaching (TBLT) is employed as the major teaching approach for this course. This method is student-centred that emphasizes the use of authentic language through meaningful tasks and encourages meaningful communication.

MODULE 1

Week	Lecture topic (Chapter, Section, Teaching method)	Readings/ Materials	Student Preparation	Objectives
Week 1 (4 class hours)	Orientation Ice breaking Unit 2: Work & Leisure	New Market Leader - Elementary	Review: grammar	refer to the course objectives.
Week 2 (4 class hours)	Unit 2: Work & Leisure Practice Book: Unit 2	- id -	Practice Book – Unit 2 (complete all tasks required for this unit) Review: grammar	
Week 3 (4 class hours)	End –of- Unit Test (Unit 2) Unit 3 – Problems	- id -	Review: grammar ToEIC Practice	
Week 4 (4 class hours)	Unit 3: Problems Practice Book: Unit 3	- id -	Practice Book: Unit 3 (complete all tasks required for this unit) Review: grammar ToEIC Practice	
Week 5 (4 class hours)	End –of- Unit Test (Unit 3) Unit 4 : Travel	- id - -	Review: grammar ToEIC Practice	
Week 6 (4 class hours)	Unit 4: Travel Practice Book – Unit 4	- id -	Practice Book – Unit 4 (complete all tasks required for this unit) Review: grammar	

			Toeic Practice	
Week 7 (4 class hours)	End –of- Unit Test (Unit 4) Unit 6: Sales	- id -	Review: grammar Toeic Practice	
Week 8 (4 class hours)	Unit 6: Sales (continued)	- id -	Practice Book: Unit 6 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 9 (4 class hours)	Practice Book – Unit 6 End-of-Unit Test (Unit 6)	- id -	Review: grammar	
Week 10 (4 class hours)	General Review	- id -	Speaking Practice for Speaking Test	
Week 11 (4 class hours)	Mid-Term Speaking Test		Test Preparation	
Week 12 (4 class hours)	Speaking Test (cont.)/Q&A		Test Preparation	
Total: 45 class hours				

MODULE 2

Week	Lecture topic (Chapter, Section, Teaching method)	Readings/ Materials	Student Preparation	Objectives
Week 1 (4 class hours)	Orientation Ice breaking Unit 7: People	New Market Leader - Elementary	Review: grammar	refer to the course objectives.
Week 2 (4 class hours)	Unit 7: People Practice Book: Unit 7	- id -	Practice Book 2: Unit 7 (complete all tasks required for this unit) Review: grammar	
Week 3 (4 class hours)	End –of- Unit Test (Unit 7) Unit 8: Markets	- id -	Review: grammar Toeic Practice	
Week 4 (4 class hours)	Unit 8: Markets Practice Book 2: Unit 8	- id -	Practice Book 2: Unit 8 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 5 (4 class hours)	End –of- Unit Test (Unit 8) Unit 9: Companies	- id -	Review: grammar Toeic Practice	

Week 6 (4 class hours)	Unit 9: Companies Practice Book 2: Unit 9	- id -	Practice Book 2: Unit 9 (complete all takes required for this unit) Review: grammar Toeic Practice	
Week 7 (4 class hours)	End –of- Unit Test (Unit 9) Unit 12: Jobs	- id -	Review: grammar Toeic Practice	
Week 8 (4 class hours)	Unit 12: Jobs (continued)	- id -	Practice Book: Unit 12 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 9 (4 class hours)	Practice Book 2: Unit 12 End-of-Unit Test (Unit 12)	- id -	Review: grammar	
Week 10 (4 class hours)	General Review	- id -	Speaking Practice for Speaking Test	
Week 11 (4 class hours)	Mid-Term Speaking Test		Test Preparation	
Week 12 (4 class hours)	Speaking Test (cont.)/Q&A		Test Preparation	
Total: 45 class hours				