

BACHELOR PROGRAM

MAJOR:.....

CONCENTRATION:.....

1. Course title:

ENGLISH FOR BUSINESS COMMUNICATION II (MODULES 1-4)

2. Course code:

3. Number of credit: 6 credits divided into 2 modules – 3 credits for each

4. Level: students of 3rd academic years

5. Teaching time allocation:

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

6. Prerequisites:

Students must have English ability in correlation to Level A2 of CEFR (Common European Framework of Reference)

7. Course Aims and Learning Objectives:

This course is regarded as a succession of Modules 1&2. It offers integrated skills with an emphasis on improving English proficiency and understanding of economic and business English. It includes continued practice in listening, speaking, vocabulary building, grammar, reading, writing and learning strategies. Upon completion of this course satisfactorily, students should be able to improve their language skills as follows:

- **Listening:** Students are able to understand the information and main ideas in conversations, speeches and lectures. Also, the course will prepare students for the various types of listening skills required for TOEIC.
- **Speaking:** By participation in activities such as discussions, asking and answering questions, presenting, problem-solving and role play, students are able to develop communication skills in English in real practices which make them confident in the future job environments.
- **Reading:** This course will continue to strengthen basic skills of specialized vocabulary development and comprehension with a variety of written material of gradually increasing difficulty.
- **Writing:** The course enables students to develop and improve their grammatical and structural accuracy based on which students are able to write memos, emails, and short paragraphs on jobs, products, and company profiles.

The course not only assists UEH students to enhance their English ability, but also benefits them with a lot of sub skills such as presenting, problem-solving and team/group working. Especially, with the learning resources based on the economic context, the course to some extent provides

students with up-to-date knowledge of these fields that is helpful for their majors. In addition, with a good command in business and economic English, UEH students are able to succeed in any job applications and interviews in international companies.

By the end of the course, students will be expected to attain Level B1 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 –Pre-intermediate Business English- David Cotton, David Falvey & Simon Kent; Pearson Longman 2011.

2. Practice Book (modules 3-4) – 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 3

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

Week 5 (4 class hours)	End –of- Unit Test (Unit 2) Unit 3: Companies	- id -	Review: grammar Toeic Practice	
Week 6 (4 class hours)	Unit 3: Companies Practice Book 3 – Unit 3	- id -	Practice Book – Unit 3 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 7 (4 class hours)	End –of- Unit Test (Unit 3) Unit 4: Great Ideas	- id -	Review: grammar Toeic Practice	
Week 8 (4 class hours)	Unit 4: Great Ideas (continued)	- id -	Practice Book – Unit 4 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 9 (4 class hours)	Practice Book 3 – Unit 4 End-of-Unit Test (Unit 4)	- 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 4

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

(4 class hours)	Practice Book: 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: Managing People	- id -	Review: grammar Toeic Practice	
Week 6 (4 class hours)	Unit 9: Managing People Practice Book – Unit 9	- id -	Practice Book – Unit 9 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 7 (4 class hours)	End –of- Unit Test (Unit 9) Unit 10: Conflict	- id -	Review: grammar Toeic Practice	
Week 8 (4 class hours)	Unit 10: Conflict (continued)	- id -	Practice Book – Unit 10 (complete all tasks required for this unit) Review: grammar Toeic Practice	
Week 9 (4 class hours)	Practice Book – Unit 10 End-of-Unit Test (Unit 10)	- 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				