

Workplace English 1

Course Syllabus

Course description

In this course, students will develop their workplace presentation skills through lectures, projects and presentations. Activities will include listening to lectures in class, doing research on and analyzing companies, and giving presentations in the classroom.

Goals

- Learn basic business terminology and key phrases
- Understand core business concepts related to marketing, organizational management and finance
- Discuss current business topics

Textbook and Materials

Intermediate Market Leader (3rd edition) by David Cotton, David Falvey, and Simon Kent (Pearson Publishing) ISBN: 9781408236956

Course schedule

Lesson 1	Class Orientation / Student Introductions
Lesson 2	Unit 1-Brand Management / Taking Part in Meetings
Lesson 3	Unit 1 case study-Hudson Corporation
Lesson 4	Unit 2-Business Travel / Telephoning / Making Arrangements
Lesson 5	Unit 2 case study-Business Travel Services
Lesson 6	Unit 3-Change Management / Managing Meetings
Lesson 7	Unit 3 case study-Acquiring Asia Entertainment
Lesson 8	Working Across Cultures-Socializing
Lesson 9	Unit 4-Organizational Management / Networking
Lesson 10	Unit 4 case study-In-Step's Relocation
Lesson 11	Unit 5-Advertising / Structuring a Presentation
Lesson 12	Unit 5 case study-Alpha Advertising
Lesson 13	Unit 6-Money (Finance) / Dealing with Figures
Lesson 14	Unit 6 case study-Make your Pitch
Lesson 15	Final Exam (Units 1-6)

Lessons will be scheduled according to the university's schedule as well as to the available modes of delivery (e.g. classroom, on-line). Students are expected to read assigned textbook passages, case studies, and business articles before each lesson.

Grading

- Class Participation-40%
- Case Studies-30%
- Final Exam-30%

Students who miss more than five (5) classes will receive an F for their final grade.

Students who wish to question their final grades should make inquiries directly to their course teacher who will consider each case based on the student's performance record. Inquiries of this nature can be made until the end of the 7th full day (1 week) after the final grades are made public by the Education Office. Once these 7 days have expired, no further grade inquiries will be considered.