

# Course Syllabus

## A12115: Business English Practice Semester 1 / 2021

Department of Hotel & Air Service,  
U1 University

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**Class:** Wednesday 8 & Thursday 6-7

**Classroom :** 804 & 704 Semi-conductor BD.

**Course Category:** Optional course for 3<sup>rd</sup> year Hotel & Air Service major students

**Course Description:** This class will enable students to improve their practical Business English skills. The tasks and topics in this class focus on real-world business contexts, suitable for an intermediate proficiency level. After completing this course students will be confidently able to apply their business skills to a range of everyday situations. This class will introduce students to the basic structures of common writing tasks, as well as real life communicative situations. Through this, students will develop their vocabulary and knowledge of English, specifically in a typical Western business setting.

**Objectives:** After completion of this course, students will be able (1) to introduce common business activities in English, (2) to use authentic English language material as examples for instruction. As such, students will be exposed to natural patterns suitable for many levels, (3) to introduce a range of appropriate examples, expressions and vocabulary through each weekly topic, and (4) to supplement the lessons with audio-visual material, including video clips, discussions and dialogues. This will sustain students' interest in the topic, provide an opportunity to develop listening skills, and provide exposure to authentic native-speaker material.

**Teaching Methods:** 1. Class Lecture in English  
2. Classroom Activities (pair work or small group work)

**Main Textbook:** David Cotton, et al. (2016). Pre-intermediate Market Reader (3rd eds.). Pearson.

**Reference books:** 1. Heungsok Cha (2020). English for Business Communication- Practical Business. Darakwon.  
2. Keith Harding & Alastair Lane (2020). International Express (Intermediate). Oxford University Press.

3. David Grant, Jane Hudson, & John Hughes (2021). Business Result (2nd eds.). Oxford University Press.
4. Lin Lougheed (2016). Business Correspondence-A guide to Everyday Writing (intermediate). Longman.
5. L. Jones & R. Alexander (2014). New International Business English. Cambridge University Press.
6. Giovanna Kim (2020). English for Business Communication- General Business. Darakwon.

**Assignment:** Assignments from the textbook and Handouts as well as Oral presentation on designated chapters on a voluntary basis.

**Course Requirements:** Students are responsible for both the readings and the lectures

Attendance: Students are required to be present in all class sessions. Students who come to class later than 5 minutes from the designated class time will be regarded as tardy. All absences should accompany proper documentations to be excused. If you have to miss a class, it is your responsibility to contact a classmate to ask about the assigned homework and in-class handouts. You are responsible for all missed work. Students who are absent more than one-third of the classes or who do not take either mid-term or final-term exam will have "F" in the course.

Class participations: Class participation includes regularly attending class, arriving on time, staying until the end of class, being prepared, silencing your cell phones, and actively engaging in class activities and discussions. Participation also involves respecting your classmates by refraining from any derogatory remarks.

Assignments: Late assignments will not be accepted. Students are supposed to submit assignments at the beginning of the classes.

Midterm and final exams: Midterm and final exams will be based on the material, information covered in classroom activities and class materials.

- Assessment:**
1. Mid-term Examination (30%)
  2. Final-term Examination (30%)
  3. Attendance (20%)
  4. Assignment (10%)
  5. Quiz & Class Participation (10%)

### Weekly Teaching Schedule:

Week	Teaching Topics	Chapter & Contents	Activities	Assignment
1	Induction Session Course Orientation	Describing of Course Syllabus & Course Requirements including class activity, group presentation, and assessment	<i>Reading 'Course Syllabus' carefully</i>	Review Reading: Syllabus of this module
2	Business Communication 1	(1) Making & Answering a Call	<i>Making &amp; answering a call</i>	Exercise

	- Business Telephoning	(2) Leaving & Taking Messages (3) Responding to the Wrong Call (4) Making an International Call	<i>Leaving &amp; taking message</i>	
3	Business Communication 2 - Daily Routines at the Office	(1) Making an Arrangement for meeting (2) Greeting at Work & Asking for Leave	<i>Talking about co-workers at work place</i>	Writing about my cover letter
4	Business Communication - Daily Routines at the Office	(1) Expressing Appreciation & Encouragement (2) Dealing with Office Equipment	<i>Greeting Visitors at the Airport Preparing for Business Meetings</i>	Writing about my first date out, etc.
5	Business Communication 3 - Business Overseas Trip	(1) Using the Airport (2) Asking Directions & Renting a Car	<i>Talking about overseas' business trip</i>	Writing about family members
6	Business Communication 4 - Business Overseas Trip	(1) Using Transportation (2) Using Hotels & Restaurants	<i>Formatting pages Types of Business Letter</i>	Writing about my feeling under the situations
7	Business Writing 1 - Writing an e-mail	(1) Enclosing an Attachment (2) Setting up an Appointment for Meeting		Reviews of previous studies
8	<b>Examination</b>	<b>Mid-Term</b>	Submission of Mid-term Paper	
9	Business Writing 2 - Business Documentations	(1) Resume (2) What's a Cover Letter? (3) Self-Introduction	<i>Writing own Resume &amp; Curriculum vitae</i>	Writing about my dream holiday
10	Business Writing 3 - Business Documentations	(1) Requesting Information Letter (2) Providing Information Letter	<i>Writing own Cover Letter of Job Application</i>	Writing about two items (size, color, etc.)
11	Business Writing 4 - Business Documentations	(1) Writing a customer Relations Letter (2) Handling Complaints	<i>Writing about the best job for yourself</i>	Writing about my love events
12	Business Writing 5 - Business Practical Practice	Business International Markets (1) Planning 1 (2) Planning 2	<i>Talk about solving the office problems</i>	Writing about my preference for food
13	Business Writing 6 - Business Practical Practice	Business International Markets (1) Managing the people 1	<i>Completion of self-Introduction</i>	

		(2) Managing the people 2		
14	Business Writing 7 - Business Practical Practice	Business International Markets (1) Managing Conflict 1 (2) managing Conflict 2	<i>Writing Personal Business Letters</i>	Writing about the best job for yourself
15	Classroom Lecture or Self-study	Reading & Supplementary Week		
16	<b>Examination</b>	<b>Final-term Exam</b>		Submission of Final-term Project