

# DONGGUAN UNIVERSITY OF TECHNOLOGY

## School of Economics and Management

### Course Syllabus

Spring 2020

#### Course Information

Course Code	0810182
Course Title	Business English
Instructor	Fang Xiang
Class	2019 国际商务产学班 1 班
Course Category	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Credit(s)	2
Total Hours	32
Hours Per Week	2 hours per week, total 16weeks
Practical Hours	8
Lab Practice Hours	Nil
Classroom	R3203, Guancheng Campus
Time	Tuesday, Class5-6.
Office Hour	Tuesday 10:20-12:00, at 3207 Guancheng Campus, by appointment.
Required Textbook	Self-editing courseware, reading materials, PPT and course handouts.
Supplementary Materials	1. Relevant practicing materials 2. Relevant online materials. 3. Relevant videos 4. Relevant reading materials 5. <a href="https://www.coursera.org">https://www.coursera.org</a> 6. <a href="https://www.businessenglishpod.com">https://www.businessenglishpod.com</a>
Prerequisites	None
Course website	None

## Course Description

This course aims to improve students' Business English language skills by developing their vocabulary, listening and reading skills and their understanding of tone, style and knowledge of communication methods. We'll also cover how these language skills can enhance audience analysis, business case analysis and basic business communication strategies.

The course is intended to provide the students with opportunities to express business concepts by reformulating them in their own words while summarizing, analyzing, criticizing and discussing the following ideas: interview and recruitment, office communication, business pitches, business presentations, the small business negotiation, etc.

This course is designed for students learning business English at an elementary levels to acquire and develop the English language knowledge and skills for business purposes, to promote self-development and creativity in a stress free atmosphere and to help those students who find it difficult to speak English in front of an audience, and to help students to improve their speaking fluency, develop their critical thinking and overall confidence. This course also aims at facilitating students to overcome the fear through a range of achievable approaches such as group discussions, mock interview sessions, debates, extempore and public speeches. We encourage all students to endeavor to get the most of out of this class, the more students put into their learning/training/practicing, the more they will get out it.

## Course Learning Objectives (LOs)

The main learning objectives of the syllabus are:

- LO1: To strengthen students' confidence to speak English in business-oriented situations.
- LO2: To enhance students' business sense and acumen in business-oriented communication.
- LO3: To develop students' communication, critical thinking and presentation skills for business use.
- LO4: To improve students' communication ability to express, discuss and exchange opinions, ideas in practical, business-oriented situations.
- LO5: To handle themselves in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socializing.

## Assessment and Grading

The grade of this course is composed by four parts, which are **Attendance** (10%), **2 individual tasks** (20%), **1 group task** (20%), and **A Final group assignment** (50%).

The detailed grading is as following:

Grading	Standard	Notes	LO1	LO2	LO3	LO4	LO5
Attendance, 10%	If you are late or leave early, your grade will be taken one point each time. If you are absent for one class, the taken point will be 2 for each absentee. To give and answer questions are a good way to get points in attendance.	If you are taken more than 10 points away, your right to attend the final exam will be reserved.	✓	✓			
Individual Task, 20%	During the course of this semester, all students should complete <b>two</b> individual tasks, <b>(10% per task)</b> .  For One Individual Task (10%): Choosing one topic from any class topics to make a 2-minute-speech or presentation video or audio.	Each student should complete two individual tasks.  Both two individual tasks should be completed and submitted before the end of the Week 14.	✓	✓	✓	✓	✓
Group Task, 20%	During the course of this semester, all groups will be given	All groups should complete	✓	✓	✓	✓	✓

	<p><b>one</b> group task respectively.</p> <p>The Group Task is composed by Two Parts: a Group Presentation (<b>10%</b>), and a PPT of the presentation contents &amp; scripts (<b>10%</b>), separately.</p> <p><u>The standard of the Scoring Criteria of the presentation see below.</u></p>	<p>their group task.</p> <p>The Paper scripts or PPT of the presentation should be submitted before the end of the Week 14.</p>					
Final Group Assignment, 50%	<p>The final group assignment is a group work, which is composed by Two Parts:</p> <p>A roleplay activity or a scenario simulation, which can be delivered in in a PPT-applied presentation setting (<b>30%</b>).</p> <p>The conversation contents and scripts are required to submit in written form (<b>20%</b>).</p>	<p>Every member of a group should be fully participating in the group assignment preparation and the performance.</p> <p>The written scripts of the presentation should be submitted before the end of the Week 16.</p>	✓	✓	✓	✓	✓
<p><i>Scoring Criteria of the presentation will be evaluated by two parts: the Organization of the presentation, and the Performance of the presentation.</i></p> <p>N.B.:</p>							

	<ul style="list-style-type: none"> <li>• Each group’s assignment is based on a given topic.</li> <li>• Each single member of a group is required to cooperatively, forwardly and effectively prepare his or her individual work as their individual contribution to their group work.</li> <li>• Each Group member’s individual contribution will be evaluated as well as the quality of their group performance.</li> <li>• Those group members who are not involved in the entire process of their group simulation will receive a lower grade than other group peers. Those fully participating members will receive the same grade as their group grade.</li> </ul>
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## Rubric for Oral Presentations:

Category	Scoring Criteria	Total Points	Score
Organization (30 points) 30%	The type of presentation is appropriate for the topic and audience.	10	
	Information is presented in a logical sequence.	10	
	Presentation appropriately cites requisite number of references.	10	
Presentation (70 points) 70%	Speaker maintains good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.).	10	
	Speaker uses a clear, audible voice.	10	
	Delivery is poised, controlled, and smooth.	10	
	Good language skills and pronunciation are used.	10	
	Visual aids are well prepared, informative, effective, and not distracting.	10	
	Length of presentation is within the assigned time limits.	10	
Information was well communicated.	10		
Score	Total Points	100	

## Policies:

### ➤ Attendance Policy

Students cannot incur more than two unexcused absence for whole semester.

### ➤ Participation Policy

Students should participate every in-class discussion and experiment.

➤ **Policy on Assignments and Quizzes**

All assignments and exam should complete by yourself.

➤ **Plagiarism**

If it is caught that you take another person's work, ideas, or words, and using them as if they were your own, then the corresponding assignment will be scored zero. You can use others' work in a proper way of referencing.

➤ **Classroom Policies**

- Late coming student should provide a reasonable excuse. If there is no excuse, he or she will be treated as absentee.
- If there is a question, stop the instructor any time, and ask for an answer. Your question is others' question with a very high probability.

## Course Expectations

1. Attendance - Class attendance is expected of all students. Especially for the experimental sessions, no miss of any experiment is the bottom line. For other cases, please notify me or the class TA before the day of an anticipated absence. Failure to attend class regularly or frequent tardiness will mean automatic loss of your attendance mark.

2. English - You are highly encouraged to speak English in the class and actively exchange your ideas, opinions and critical thinking with others. Make sure to speak English even during small-group or paired activities.

3. Before/After Class - Students should expect to spend an adequate amount of time on reviewing the textbook, course handouts and finalizing the group homework before the due day. To keep up with the flow of the course, students are strongly recommended to complete the relevant reading materials and to have the coming individual/group presentations/activities conscientiously prepared before the class.

4. Class Participation - Class participation is an essential part of the learning process. Students will be evaluated on the quality your individual/group performance, your team spirit and your contributions to the class/group activities by your peers or the lecturer correspondingly.

5. Late assignments will be accepted without penalty only in cases of legitimate absences and only if the student has contacted the lecturer or the TA in advance regarding the reasons for the late assignment. If you miss a class, you must get previous class material from one of your student contacts.

6. Please be considerate of your fellow students during class presentations. Talking during the presentation will result in a 1% deduction from your final grade.

## Session Plan:

Week/Date	Topic/Contents/Difficulty/ Ethical & Political Learning	Activities	LOs
1/ Mar. 03	Course overview, objectives and expectations. Ethical & Political Learning: by studying the importance of using English to facilitate the career development, students are able to develop a sense of patriotic sentiment.	Lecture/Group Discussion	1,2
2/ Mar. 10	Self-introduction & Interview - Part 1	Lecture/Group Discussion/ Role play	1,2,3,4
3/ Mar. 17	Self-introduction & Interview - Part 2	Lecture/Group Discussion/ Role play	1,2,3,4
4/ Mar. 14	CL/Resume/CV - Part 1	Lecture/Group Discussion/ workshop	1,2,3,4
5/ Mar. 31	CL/Resume/CV - Part 2	Lecture/Group Discussion/ workshop	1,2,3,4
6/ Apl. 07	Office Communication - Part 2 – reception	Lecture/Group Discussion/workshop	1,2,3,4
7/ Apl. 14	Office Communication - Part 2 – meetings Ethical & Political Learning: Through the case study of office culture and socialization, students are able to enhance their national pride.	Lecture/Group Discussion/ Role play	1,2,3,4
8/ Apl. 21	Phone Call - Part 1	Lecture/Group Discussion/ Role play	1,2,3,4
9/ Apl. 28	Phone Call - Part 2	Lecture/Group Discussion/ Role play	1,2,3,4
10/ May. 05	Office Assistant- Part 1 - Purchasing	Lecture/Group Discussion/ Role play	1,2,3,4
11/ May. 12	Office Assistant- Part 2 - Trip 01	Lecture/Group	1,2,3,4

		Discussion/ Role play	
12/ May. 19	Office Assistant- Part 3 - Trip 02	Lecture/Group Discussion/ Role play	1,2,3,4
13/ May. 26	Business Negotiation - Part 1 - Presentation & negotiation Skills	Lecture/Group Discussion/ Role play	1,2,3,4
14/ Jun. 02	Business Negotiation - Part 2 - Communication Skill Set	Lecture/Group Discussion	1,2,3,4,5
15/ Jun. 09	Review & Final Presentation, Simulation and Assessment 01	Lecture/Group Presentation	1,2,3,4,5
16/ Jun. 16	Final Presentation, Simulation and Assessment 02 Ethical & Political Learning: By recapping and discussing cross-cultural communication in cross-cultural business situations, which will cultivate students' patriotic sentiment, establish their confidence in our culture and strengthen their sense of national pride.	Lecture/Group presentation/Seminar	1,2,3,4,5
Total	24 hours		

## Practical Hours Schedule

Week/Date	Topic	Assignments	LOs
3/ Mar. 17	Self-introduction & Interview - Part 2	Presentation and assessment / 1 Practical hours	1,2,3,4,5
5/ Mar. 31	CL/Resume/CV - Part 2	Workshop and assessment / 1 Practical hours	1,2,3,4,5
9/ Apl. 28	Phone Call -Part 2	Presentation and assessment / 2 Practical hours	1,2,3,4,5
12/ May. 19	Office Assistant- Part 3 - Trip 02	Presentation and assessment / 2 Practical hours	1,2,3,4,5
14/ Jun. 02	Business Negotiation - Part 2 - Communication Skill Set	Presentation and assessment / 2 Practical hours	1,2,3,4,5
Total	8 hours		

Date: 2020.2.14

Reviewed by Chih-Yuan Hung

Signature *Chih-Yuan Hung*

Director of

Department of International Business and Management