

Course Title	IBM323 Business English	Instructor(s)	Alan Simpson
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Class Style	Lecture	Office Hours	Before or after class or by email.
Track	International Business and Management, Hospitality and Tourism Management	Mode of Instruction (Solo / Omnibus)	Solo
Credits	2	Allocated Year	Fall, 3rd year
Active Learning	4-1 Interactive Lectures 4-9 Group Work on Questions 4-10 Think-Pair/Group-Share	Compulsory or Elective	Elective
Course Overview	This is a 4-skills course (reading, writing, listening, and speaking) for students interested in enhancing their English skills in the field of business. The content of this course will focus on vocabulary and language pertaining to English speaking business environments. Active learning is a key component of this course as a tool to become a proficient communicator in the business field. This course will also help students to prepare for the globally recognized Linguaskill Business English language certification through Cambridge University in the U.K.		
Course Objectives	In this course, we will start with a needs analysis, to identify what kinds of jobs you would like to do in the future, and what kinds of future English needs you may have. Then the objectives will be to develop your email writing skills, your business presentation skills, your meeting skills, your problem-solving skills in different situations, and your small talking skills. The class format will consist of workshops where you will be asked to volunteer your ideas, before developing or understanding different tasks and situations, before simulating those scenarios. Deliverables in this course will include in-class worksheets, homework assignments, unit quizzes, and presentations. We will consider why we should adapt our language for different situations, aiming for mutual intelligibility in future multicultural working environments		
Prerequisite	Receive a minimum of 500 TOEIC score		
Course Schedule	No	Contents	Homework
	1	Unit 01: Brands - Starting up	Review Syllabus; Vocabulary; Language Works
	2	Unit 01: Brands - Reading and Listening	Language Review; Skills
	3	Unit 01: Case Study	Summary; Quiz 01
	4	Unit 02: Travel - Starting up	Vocabulary; Language Works
	5	Unit 02: Travel - Reading and Listening	Language Review; Skills
	6	Unit 02: Travel - Case Study	Summary; Quiz 02
	7	Unit 03: Change - Starting up	Vocabulary; Language Works
	8	Unit 03: Change - Reading and Listening	Language Review; Skills
	9	Unit 03: Change - Case Study	Summary; Quiz 03
	10	Unit 04: Organization - Starting up	Vocabulary; Language Works
	11	Unit 04: Organization - Reading and Listening	Language Review; Skills
	12	Unit 04: Organization - Case Study	Summary; Quiz 04
	13	Unit 05: Advertising - Starting up	Vocabulary; Language Works
	14	Unit 05: Advertising - Reading and Listening	Language Review; Skills
	15	Unit 05: Advertising - Case Study	Summary; Quiz 05
		Linguaskill Business Certification Exam	Final Exam
Grading	Grades will be as follows: Active Learning 20%; Homework 15%; Writing 20%; Quizzes 25%; Final Exam 20%		
Textbooks	Intermediate Market Leader - Business English Flexi Course Book 1 (3rd Edition), Cotton et al. ISBN: 9781292126104		
References	N/A		
NOTES	Daily Materials - Notebook, pencil, highlighter, access to Moodle. Students are expected to spend at least one hour reviewing and doing homework and one hour preparing for every hour of lesson time. Feedback will be provided in class, via email or consultation with appointment or on Zoom.		