

Miyazaki International University Course Syllabus

Course Title (Credits)	Theories of Communication in International Business (3 credits) 国際コミュニケーション論
Course Designation for TC	N/A
Instructor	Craig Yamamoto
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Office/Ext	MIC 1-328/3769
Office hours	To be announced in class

Course Description:

Business Communication is the bridge between being able to use English for Academic Purposes and then being able to use English for Specific Purposes, such as in the workplace. Work environments can be varied, from tourism and hospitality, to the service industry, such as hotels and catering, as well as airlines and retail. However, there are common needs and skills, such as understanding a variety of accents, the pragmatics of how to use language and politeness in different situations, being able to clarify, check comprehension, and negotiate meaning. We will learn and practice functional language for tasks such as writing professional emails, dealing with problems, making-arrangements, presenting, conducting meetings, and small talk for socializing and building relationships.

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.

Course Schedule:

Day	Topic	Content/Activities
1	Unit 01: Brands Vocabulary & Listening	Introduction and Syllabus Brand management & Successful brands
2	Reading	Building luxury brands
3	Language Review Skills	Present simple and present continuous Taking part in meetings
4	Case study	Hudson Corporation
5	Unit 01 Quiz	Review & Quiz

6	Unit 02: Travel Vocabulary & Listening	British and American English Hyatt Hotels
7	Reading	What business travelers want
8	Language Review Skills	Talking about the future Telephoning; making arrangements
9	Case study	Business Travel Services
10	Unit 02 Quiz	Unit 02 Quiz
11	Unit 03: Change Vocabulary & Reading	Describing change Mercedes, shining star
12	Listening	Helping companies to change
13	Language Review Skills	Simple past and present perfect
14	Case study	Acquiring Asia Entertainment
15	Unit 03 Quiz	Unit 03 Quiz
16	Unit 04: Organization Vocabulary & Reading	Company structure A successful organization
17	Language Review	Noun combinations
18	Listening Skills	Analyzing company organization Socializing; introductions and networking
19	Case study	InStep's relocation
20	Unit 04 Quiz	Unit 04 Quiz
21	Unit 05: Advertising Vocabulary & Reading	Advertising media and methods A new kind of campaign
22	Listening	How advertising works
23	Language Review Skills	Articles Starting and structuring presentations
24	Case study	Alpha Advertising
25	Unit 05 Quiz	Unit 05 Quiz
26	Unit 06: Money Vocabulary & Listening	Financial terms Managing investments
27	Reading	An inspirational story
28	Language Review Skills	Describing trends Dealing with figures
29	Case study	Make your pitch
30	Assessment	Business English Certification
Week 16	Final Exam	

Required Materials:

Intermediate Market Leader - Business English Flexi Course Book 1 (3rd Edition), Cotton, D., Falvey, D., Kent, S., Rogers, J.

ISBN: 9781292126104

Notebook, pencil, highlighter, access to Moodle

Course Policies (Attendance, etc.):

You should plan to attend ALL class meetings and complete ALL readings and assignments by the due date given. When you must miss class, please tell your teacher and you should be sure to check Moodle for new assignments.

Your instructor and future employer will not tolerate dishonesty (i.e., falsification, fabrication, or plagiarism). Please see the College Bulletin for a description of college expectations and for actions considered unacceptable.

Your instructor retains the right to alter the course schedule as necessary. Students will be given adequate notice of these changes.

Class Preparation and Review:

Students are expected to spend at least one hour reviewing and doing homework and one hour preparing for every hour of lesson time.

Grades and Grading Standards:

You will be evaluated upon your performance in the following categories:

(1) Participation	10%
(2) Homework	15%
(3) Essays	15%
(4) Quizzes	20%
(5) Presentation	20%
(6) Final	20%

Methods of Feedback:

Feedback will be provided in class, via email or consultation with appointment.

Diploma Policy Objectives:

Work completed in this course helps students achieve the following Diploma Policy objective(s):

1. Advanced thinking skills (comparison, analysis, synthesis, and evaluation) based on critical thinking (critical and analytic thought)
2. The ability to identify and solve problems
3. Advanced communicative proficiency in English