

Course Outline

Course ID: COMMUNICATIVE BUSINESS ENGLISH II

Semester 1/2021 (August 9 – November 27, 2021)

Number of Credit: 3 credits (3-0-6)

Prerequisite: Communicative Business English I

Description:

This course aims to develop students' business-related communication skills in order to prepare them to use English in international business contexts. This course focuses on improving students' fluency and accuracy in four skills: listening, speaking, reading and writing. Business related vocabulary is incorporated in the practice of the four skills. The course also requires students to critically apply current knowledge and theory in business as well as information from trustworthy sources of media in completing both individual and group assignments.

Course Objectives:

Students will learn to organize and deliver talks on business matters and to handle challenging questions. In addition, they will learn how to present themselves in interviews and business meetings. In the area of business terminology, ways of deciphering unique business idioms and phrasing will be introduced. With respect to writing skills, students will learn to produce formats and styles relating to the business world. Finally, students will develop both their critical and creative abilities in a business context.

Class Time and Logistic

Class Day: Monday

Class Time: 9:00-12:00

Materials Platform: <https://classroom.google.com/c/Mzc2NDUwMTk3MjA0?cjc=2cl73pw>

Class Link: Zoom

Meeting ID: 833 9204 4451 Passcode: 845533

Instructor:

Name: Aj. Steven B. Smith

Email: steven.s@litu.tu.ac.th

Main Text:

Business partner B1+ (2018) By Iwonna Dubicka, Margaret O’Keeffe, Bob Dignan, Mike Hogan,& Lizzie Write Pearson Education Limited.

Suggested Readings:

British Council Business English: <https://learnenglish.britishcouncil.org/business-english>
English Media Lab (Business English): <http://www.englishmedialab.com/business.html> Language Institute,

Grading Criteria:

0-49 = F	50-54 = D	55-59= D+	60-64= C	65-69= C+	70-74= B	75-79= B+	80+ = A
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Assessment:

Attendance	10
Web Blog Advice	10
Job Interview	20
Email Report	10
Product Presentation	20
Quizzes	30
Total:	100 points

Attendance Policy:

Students are expected to maintain 80% attendance. 3 absences (for 3-hour class) will result in an automatic F. 2 points will be deducted for each absence, and 1 point deducted for each incidence of lateness. Students who are more than 15 minutes late are considered absent.

Plagiarism Policy:

Students of Thammasat University are required to refrain from any kind of plagiarism, i.e. an act of copying other people’s work, such as language, thoughts, or expressions, without crediting the original author(s). Copying any sentences or paragraphs from any sources such as websites, books, and articles, and pasting them into students’ assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade. **Expected Learning**

Outcomes:

Tentative Class Schedule:

Week	Date	Content
1	9 August	Course Introduction Organisational structure (Units 1.1, 1.2)
2	16 August	Small talks in business (Units 1.3, 1.4)
3	23 August	Writing an email (Unit 1.5)
4	30 August	A job search (Unit 3.1) Writing a cover letters (Unit 3.5)
5	6 September	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
6	13 September	Active listening (Unit 3.3) Business workshop 3 (p.92)
7	20 September	Job interview
	27 September	No Class: Mid-Term Week
8	4 October	Branding in business (Units 2.1, 2.2)
9	11 October	Supporting teamwork (Unit 2.3) Writing emails (Unit 2.5)
10	18 October	Making a presentation (Unit 2.4) Business workshop 2 (p.90)
11	25 Oct. (Holiday/ Make up T.B.A)	Business strategy (Unit 4.1, 4.2)
12	1 November	Problem-solving (Unit 4.3, 4.4)
13	8 November	Report writing (Unit 4.5)
14	15 November	Business Workshop 4 (p.94) Product presentation review
15	22 November	Product presentation