

ENG 018 – BUSINESS COMMUNICATION

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MATERIALS

English for Business (2007), Josephine O'Brien. Thomson and Heinle.

COURSE DESCRIPTION AND OBJECTIVES

This course will focus speaking and writing in a fun way using Business English. Authentic business reading material, such as case studies and articles, will be used to build writing and speaking skills. The language objectives include:

- Write concise, professional memos and reports
- Improve conversation skills in informal and formal situations
- Ask for and give information
- Synthesize information and present findings to a group
- Give professional presentations which integrate multimedia and visual aids

COURSE ACTIVITIES

In-class Activities

We will be doing a lot of discussion, role-plays, short readings during class. You will be responsible to do the assigned reading before class.

Team Projects

These projects will involve authentic research by calling companies as well as finding online information. Groups will have to produce a short collaborative report and then present to the class. For each project, the team leader will submit a participation grade for each of the team members, which will be factored into grades. In summary, you will submit

- A written report
- A presentation to the class
- Tasksheet and evaluation

Project Outlines

1. Consumer Report—Here you will research a product and write a consumer report analyzing the products strengths and weaknesses.
2. Marketing Plan for a New Product—This is a great opportunity for you to be creative. Together, your group will design a marketing plan for a new product. You will decide upon a strategy, including who you will market the product to, and what advertising methods will be best.

3. Financial Plan for a Small Business—Applying all our financial expertise, your group will create a financial plan for a small business. This will involve calculating costs and revenues.
4. International Business Case Study—Together, we will look at a case study. This is a real-world example of something happening in the business world. In your group, you will analyze what the problem is and find a solution.

Individual Writing Assignments

5. Resume
6. Cover Letter
7. Email about a job
8. Email about a complaint / Response to a complaint
9. Memo – New Product proposal
10. Investment Short Report

Individual Presentations

11. Product Presentation (to a small group)
12. Presentation on Sales Trends, using graphics
13. Cultural Issues Presentation

Assessment

Midterm Exam and Final Exam (details to be announced)

PROJECTED CALENDAR

*Activities and dates subject to change by instructor.

s=speaking focused; w=writing focused

Week 1 Jan 14-17	Course Introduction U1: Employment <ul style="list-style-type: none"> • where to look for a job (s) • Resumes(w)
	HW: Resume
Week 2 Jan 22-24	U1: Employment <ul style="list-style-type: none"> • Emails (w) • Cover Letters (w) • Calling about a job (s)
	HW: Cover letter; short email version
Week 3 Jan 28-31	U1: Employment <ul style="list-style-type: none"> • Job Interviewing (s) • Making formal appointments (s)

Week 4 Feb 4-7	U2: Selling <ul style="list-style-type: none"> • Sales role-plays (s) • Presentations with graphics (s/w)
	HW: Presentation Introduce Team Project 2
Week 5 Feb 11-14	U2: Selling <ul style="list-style-type: none"> • Talking to customers (s) • Making/Dealing with Complaints (s/w)
	HW: a) Write a complaint email; b) Write a response to a complaint
Week 6 Feb 18-21	U2: Selling <ul style="list-style-type: none"> • Team Project 2: Consumer Report (s/w)
Week 7 Feb 25-28	U3: Marketing <ul style="list-style-type: none"> • Team Project 2: Consumer Report (s/w) • Describing Products (s/w) • Brands (s/w)
	HW: Memo about a new product Introduce Team Project 3
Week 8 Mar 3-6 Tues only	U3: Marketing <ul style="list-style-type: none"> • Marketing Plans (s/w)
Mar 10-14	Spring Break
Week 9 Mar 17-20	U3: Marketing <ul style="list-style-type: none"> • Team Project 3: Marketing Plan / Business Fair (s/w)
Week 10 Mar 24-27	U4: Financial Matters <ul style="list-style-type: none"> • Personal Financial Goals (s/w) • Budgeting (s/w)
	Introduce Team Project 4
Week 11 Mar 31-Apr 3	U4: Financial Matters <ul style="list-style-type: none"> • Economic issues (s/w) • Investments (s/w)
Week 12 Apr 7-10	U4: Financial Matters <ul style="list-style-type: none"> • Team Project 4: Cost of Starting a Small Business (s/w)
Week 13 Apr 14-17	U5: Global Concerns <ul style="list-style-type: none"> • Cultural issues (w) • Corporate culture (s)
	Introduce Team Project 5
Week 14 Apr 21-24	U5: Global Concerns <ul style="list-style-type: none"> • Workplace culture role-plays (s) • Global concerns (s)
Week 15 Apr 28-29	Final Exams <ul style="list-style-type: none"> • Team Project 5: International Business Case Study (w/s)