

Culture Specification

University

Suan Dusit University

Campus/Faculty /Field of Study

Business English Program

Faculty of Humanities and Social Sciences

1. General Information

1. Course Title and Code

1552125 Business Presentation

2. Credit Hours

3(3-0-6) 3 hours/week

3. Program in which the course is offered and course types (compulsory, elective, etc.)

Compulsory course

4. Name of faculty member responsible for the course

Ms. Janalyn L. Ramos

5. Semester/year at which the course is offered.

1st Semester / 2nd year

6. Pre-requisite for this course

None

7. Co-requisite for this course

None

8. Location (Indicate room numbers)

1208

9. Date on which the course is modified.

16 August 2017

2. Aims and Objectives

1. Course objectives

The major objective of the course is placed on strengthening students in presentation skills focusing on vocabulary and expressions used and signposts, particularly in the authentic content of various business fields. In addition, it familiarizes students with how to deliver presentations and design interesting visual aids which are necessary for students who are going to work in business fields.

2. Purpose for developing/modifying the course

To be in accordance with the curriculum of the Business English program as of August 2017.

3. Course Management

1. Course description

Features of presentation and techniques; practice presentation steps, vocabulary, expressions, and signposts. Deliver presentations and use visual aids.

2. Teaching Hours per semester

Lecture / Practice hours	Additional Teaching Hours	Training / Field work	Self-study
45	45	-	90

3. Additional Private Study or Learning Hours

Students can contact the teacher online through chat on social network applications or through phone calls from 8am until 5pm.

4. Development of Learning Outcome in Domains of Learning

1. Morals and Ethics

1.1 Morals and ethics to be acquired.

1. Develop self-discipline, punctuality and responsibilities
2. Show honesty in the assigned tasks
3. Conform to rules and regulations
4. Have academic and professional ethics

1.2 Teaching Strategies

1. Take on time attendance, check assignments and give weekly tests
2. Check assignments and grade weekly tests thoroughly
3. Set guidelines for proper behavior and assign points accordingly
4. Explain rules and regulations clearly and ask for justifying inappropriate behavior or action

1.3 Methods of assessment

1. On time attendance in every class
2. Regular grading of assignments and tests
3. Rubric for guidelines for behavior
4. Lecture on rules and regulations and one to one chat with students if necessary

2. Knowledge

2.1 Knowledge to be acquired

1. Have an understanding of an acquired skill of English in listening, speaking, reading and writing
2. Have knowledge in the field of Business English covering vocabulary, grammar and expressions;
3. Have basic knowledge of business;

4. Have integrated knowledge in other related disciplines.

2.2 Teaching strategies

1. Discussions, videos, pair and group work
2. Lectures, discussions, pair and group work
3. Lectures and videos
4. Lectures, videos and power point presentations

2.3 Methods of assessment

1. Class activities, exercises and interviews
2. Weekly individual and group tests and activities
3. Class tests and interviews
4. Exercises and discussions

3. Cognitive Skills

3.1 Cognitive skills to be developed

1. Have the ability to search for and integrate up-to-date information and new technology;
2. Think creatively and have the ability to apply knowledge appropriately;
3. Be able to think , analyze and solve problems systematically;
4. Synthesize original body of knowledge.

3.2 Teaching strategies

1. Class discussions on finding up-to-date information

2. Class activities based on situations in real life
3. Assign problems using real life simulations
4. Lectures, class discussions and exercises

3.3 Methods of assessment

1. Interactive talks and eliciting information
2. Pair work, group and class exercises
3. Assign exercises in pairs and groups
4. Elicit information and answers from discussions and exercises

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

1. Have cooperative interpersonal skills and respect for the rights and opinions of others;
2. Communicate effectively;
3. Work, and be responsible for the assigned work, duties and roles in the workgroup.

4.2 Teaching strategies

1. Have group and class discussions
2. Interactive talks in class involving all students
3. Group discussions with rotating group leaders

4.3 Methods of assessment

1. Provide feedback during and after discussions
2. Provide opportunity for equal participation and healthy discussions

3. Assign points to group leaders and individual members for responsibility and participation in discussions

5. Communication Information Technology and Numerical Skills

5.1 Communication Information Technology and Numerical Skills to be developed

1. Be able to use information technology to search for information and present work;
2. Use information technology for communication;
3. Calculate and analyze basic quantitative data;
4. Calculate and process data by using computer applications.

5.2 Teaching strategies

1. Assign exercises involving researching information on the internet
2. Create Facebook and email groups, and use mobile apps
3. Assign minor research work
4. Assign exercises for finding and presenting information from the internet

5.3 Methods of assessment

1. Individual and group presentations
2. Online exercises and assignments
3. Monthly Individual presentations
4. Weekly individual and group tests

Teaching Plan and Course Evaluation

Teaching Plan

Week	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
1	Course Orientation Pretest/Warm-up activity	3	<ul style="list-style-type: none"> • Lecture • Lesson Plan • Discussion • Pretest 	Jana Ramos
2	Unit 1 Introduction to Presentations <ul style="list-style-type: none"> ○ Vocabulary used and expressions ○ Making a good introduction ○ Engaging the audience from the start 	3	<ul style="list-style-type: none"> • Lecture • Pair/Group work • Discussion • Presentation 	Jana Ramos
3	Unit 1 Introduction to Presentations (continued) <ul style="list-style-type: none"> ○ Welcoming your audience ○ Introducing yourself and the topic ○ Dealing with nervousness 	3	<ul style="list-style-type: none"> • Lecture • Pair/Group work • Discussion 	Jana Ramos
4	Unit 2 Body	3	<ul style="list-style-type: none"> • Lecture • Pair/Group work 	Jana Ramos

Week	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
	<p>Language</p> <ul style="list-style-type: none"> ○ The importance of body language ○ Posture and eye contact ○ The foundation of the physical message 		<ul style="list-style-type: none"> ● Discussion ● Self-study ● Presentations 	
5	<p>Unit 2 Body Language (continued)</p> <ul style="list-style-type: none"> ○ Gestures ○ Support your words with the physical message ○ Body language 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study 	Jana Ramos
6	<p>Unit 3 The body of the presentation</p> <ul style="list-style-type: none"> ○ Vocabulary used and expressions ○ Using evidence and transition to build your 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study 	Jana Ramos

Week	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
	message ○ Tips on presenting to an English-speaking audience			
7	Unit 3 The body of the presentation (continued) ○ Using appropriate number ○ Creating effective visuals ○ Presenting visuals effectively	6	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study ● Presentations 	Jana Ramos
8	Mid-term Examination Unit 4 Signposts and linking phrases used in presentations ○ Ways of organizing a presentation	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study ● Mid-term test 	Jana Ramos
9	Unit 4 Signposts and linking phrases used in presentations (continued) ○ Signposting (phrases to organize your presentation)	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study 	Jana Ramos

Week	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
	<ul style="list-style-type: none"> ○ Linking phrases 			
10	<p>Unit 5 The Use of Visual aids</p> <ul style="list-style-type: none"> ○ Making a well-designed and well-presented visual aid ○ Effective visual aids ○ Create visuals that speak to the audience 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study ● Presentations 	Jana Ramos
11	<p>Unit 5 The Use of Visual aids (continued)</p> <ul style="list-style-type: none"> ○ Explaining visuals ○ Explanations that get the most out of your visuals ○ Types of visuals ○ Describing graphs and charts 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study 	Jana Ramos
12	<p>Unit 5 The Use of Visual aids (continued)</p> <ul style="list-style-type: none"> ○ Interpreting visuals ○ Tips for 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study 	Jana Ramos

Week	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
	describing trends <ul style="list-style-type: none"> ○ Presentation tools 			
13	Unit 6 The conclusion of the presentation <ul style="list-style-type: none"> ○ Making an effective ending to a presentation ○ How to handle questions effectively ○ A simple formula for summarizing your presentation 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study ● Presentations 	Jana Ramos
14	Unit 6 The conclusion of the presentation (continued) <ul style="list-style-type: none"> ○ Handling the question and answer session ○ Concluding a presentation ○ Strategies for a good conclusion 	3	<ul style="list-style-type: none"> ● Lecture ● Pair/Group work ● Discussion ● Self-study 	Jana Ramos
15	Presentation Project	3	<ul style="list-style-type: none"> ● Group work ● Discussion ● Feedback and comments 	Jana Ramos

Week	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
16	Final Examination	1.5	Final test	Jana Ramos

Assessment and Evaluation

1. Assessment

Activity	Learning Outcomes	Assessment Strategies	Week(s) of Assessment	The proportion of the assessment allocated for the activity (percentage)
<ul style="list-style-type: none"> - Interactive lectures -Group and class discussions -Power point presentations -Pair and group activities -In class exercises -Presentations 	<ul style="list-style-type: none"> -Develop self-discipline, punctuality and responsibilities -Have an understanding of and acquire skills of English in listening, reading and writing -Have knowledge in the field of Business English covering Vocabulary, grammar, and expressions -Have the ability to search for the integrate up-to-date information and new technology -Think creatively and have the ability to apply knowledge appropriately -Have cooperative interpersonal skills and respect for the rights and opinions of others -Communicate effectively 	<ul style="list-style-type: none"> - Attendance record -In class exercises -Tests -Quizzes - Presentations -Midterm and Final Exams 	<p>Quiz weeks : 4,6,8,10,12,14</p> <p>In class exercises: Weeks 2-14</p> <p>Attendance & Participation : Weeks 1-14</p> <p>Midterm Exam: Week 8</p> <p>Final Exam: Week 16</p>	<p>Weekly quizzes & tests: 30%</p> <p>Attendance & participation: 20%</p> <p>Midterm Exam: 20%</p> <p>Final Exam: 30%</p>

	-Wok and be responsible for the assigned task, duties and roles in the workgroup -Be able to use information technology and present work -Use information technology for communication			
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2. Evaluation

Criterion Reference Scoring

Grade	Percentage	Grade Level
A	90-100	4.00
B+	85-89	3.50
B	75-84	3.00
C+	70-74	2.50
C	60-69	2.00
D+	55-59	1.50
D	50-54	1.00
F	0-49	0.49

6. Learning Resources

1. Required Texts

Chaovanapricha, K. (2015). **Business Presentations**. Bangkok: Suan Dusit Graphic Site

2. Essential References

7. Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Quality of Teaching

- Formal evaluation by the university online and the Business English Program
- Group and Class discussions

2. Other Strategies for Evaluation of Teaching

- Independent feedback from students
- Assessment of results achieved by students
- Consultation with students' advisors

3. Processes for Improvement of Teaching

- Discussions with and feedback from colleagues
- Classroom research
- Expand knowledge through online teaching courses
- Attend seminars and conferences to interact with delegates and attend presentations to improve knowledge on teaching strategies

4. Processes for Verifying Standards of Students Achievement

- Class test results
- Class activities
- Presentations and interviews
- Midterm and Final exam results

Action planning for verifying and improving effectiveness of the course

- Students' feedback on course – lessons and tests
- Inclusion of topics (if any) as per suggestions by students
- Assessment of students' display of language and business skills during class exercises and activities