

Course Specification

University

Suan Dusit Rajabhat University

Campus/ Faculty/ Field of Study

English Program, Faculty of Humanities and Social Sciences

1. General Information

1. Course title and code

English for International Business

Code: 1553611

2. Credit Hours

45

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

Business English

4. Name of faculty member responsible for the course

Stephane Nicolas Grant

5. Semester/year at which the course is offered

1/2556

6. Pre-requisites for this course

Basic English listening, speaking, reading and writing skills

7. Co-requisites for this course

Good discipline and attendance

8. Location (indicate room numbers)

Room 1208

9. Date on which the course is modified

None

2. Aims and Objectives

1. Course objectives

Students acquire ability to communicate effectively in an international business environment.

2. Purposes for developing/ modifying the course

To be in accordance with the new curriculum that was revised in 2008 for Bachelor of Arts in English.

3. Course Management

1. Course description

Study, development and skill acquisition based around **English for International Business** student book and related activities.

2. Teaching Hours per semester

Lecture/ Practice hours	Additional Teaching Hours	Training/ Fieldwork	Self-study
45	0	0	0

4. Additional Private Study or Learning Hours

Students can contact the instructor through email or in person.

5. Development of Learning Outcomes in Domains of Learning

1. Morals and Ethics

1.1 Morals and ethics to be acquired

1. Good time keeping.
2. Good discipline.
3. Self-control.

1.2 Teaching strategies

1. Completing class activities.
2. Role-play speaking scenarios.
3. Group assignments.

1.3 Methods of assessment

1. Tests.
2. Class activities.
3. Examination.

2. Knowledge

2.1 Knowledge to be acquired

1. Business related vocabulary
2. Business related phrases
3. Business related jargon

2.2 Teaching strategies

1. Demonstration
2. Explanation
3. Correction

2.3 Methods of assessment

1. Testing
2. Monitoring
3. Final examination

3. Cognitive Skills

3.1 Cognitive skills to be developed

1. Differentiate between formal and informal written language for business correspondence.
2. Understand business related language

3.2 Teaching strategies

1. Speaking
2. Listening
3. Writing
4. Reading

3.3 Methods of assessment

1. Tests
2. Class evaluation
3. Examination

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

1. Learn effective co-operation with other students
2. Acquire team-working ability
3. Gain confidence to answer questions posed by the teacher

4.2 Teaching strategies

1. Lecture students
2. Chat with students informally
3. Encourage group work

4.3 Methods of assessment

1. Tests
2. Class evaluation
3. Examination

5. Communication Information Technology and Numerical Skills

5.1 Communication Information Technology and Numerical Skills to be developed

1. Use internet to acquire supplementary knowledge
2. Use 'google' to research new vocabulary and international business jargon.
3. Use word processing software to compile written assignments

5.2 Teaching strategies

1. Advise
2. Demonstrate
3. Encourage peer support

5.3 Methods of assessment

1. Tests
2. Class evaluation
3. Examination

5. Lesson Plan and Course Evaluation

1. Lesson plan

weeks	Topic/ details	Teaching hours	Teaching activities and instructional materials	Instructor
1	Introduction	3	Welcome/introduction. Warm-up activities. What is International Business? Why is etiquette important? Discover and present. Course syllabus details.	Mr S.N. Grant
2	Business Etiquette and Manners Part1	3	Formal definitions of E&M. Social Culture document; jargon and comprehension activities. Self-Etiquette Test. IB ‘should’s and ‘shouldn’t’s presentations.	As above.
3	Business Etiquette and Manners Part2	3	E&M : doing business with the Chinese. ‘Chinese Business People don’t like Surprises’ text, vocab meaning and general gist activities. Fact Sheet : Pie charts and bar graphs. Understanding information presented in these formats and related	As above

			exercises.	
4	Foreign Bodies	3	Gesture, Personal Space and Eye-contact. What is appropriate? SS use text/discuss/present ideas. Getting down to Business; using correct behaviors.	As above
5	Language Focus	3	SS use modal verbs to express themselves in IB. SS distinguish between 'must' 'should', 'may', 'might', 'needn't' Various exercises. SS use above in IB context. Vocabulary; common adjectives and opposites in IB.	As above
6	Letters in IB Part 1	3	What is a Business Letter? Golden Rules 1-6 Parts of a Business Letter Business letter format Block format Semi block format Modified block format	As above
7	Letters in IB Part 2	3	Business letter jargon and definitions Modified semi-block format International address formats SS write their own business letters using appropriate format.	As above
8	Faxes and Memos in IB	3	How to fax/receive documents Using a fax machine	As above

			<p>Fax cover templates</p> <p>Memorandum formats</p> <p>SS write memo to relate given information in correct format</p>	
9	Dealing with IB problems	3	<p>Types of problems</p> <p>Company Commitments text and related exercises.</p> <p>Complaining and Apologizing; SS role-play scenarios.</p> <p>Complaint-response activity.</p>	As above
10	Complaints and quiz	3	<p>Pair work problem-solving activity.</p> <p>Conditional responses to problems</p> <p>Fax a complaint</p> <p>Vocabulary Quiz.</p>	

2. Assessment Plan

Activity	Learning Outcomes	Assessment	Week(s) of	The proportion of the
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		Strategies	assessment	assessment allocated for that activity. (percentage)
IB Test 1	No learning outcome. Test only.	Students answer questions in written format.	8	30%
IB Test 2	No learning outcome. Test only.	Students answer questions in written format.	15	30%
Group Activity Test	Students able to work in small groups on international business related activity.	Teacher assesses groups activities.	14	10%
In-class assessment	Students acquire all the skills stated previously.	Teacher assesses students in-class performance	2-13	30%

6. Learning Resources

1. Required Text

English for International Business student course book

2. Essential References

Google.com

3. Recommended Books and Reference Material

7. Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Quality of Teaching

Confidential completion of standard course evaluation questionnaire.

Focus group discussion with small groups of students.

2. Other Strategies for Evaluation of Teaching

Observations and assistance from colleagues.

Independent assessment of standards achieved by students.

3. Processes for Improvement of Teaching

Workshops on teaching methods.

Review of recommended teaching strategies.

4. Processes for Verifying Standards of Student Achievement

Check marking of a sample of examination papers or assignment tasks.

5. Action planning for verifying and improving effectiveness of the course

Regular meetings with co-teachers to discuss effectiveness of course and consider changes for improvement.