

## Business English

|                          |                                      |   |                     |                  |                   |
|--------------------------|--------------------------------------|---|---------------------|------------------|-------------------|
| Course Name              | Course type (credit/hours)           | Elective course(3/3)                                  |                     | Course code      | Z009              |
|                          | Target students Division/major/grade | International Studies/Senior                          |                     | Opening semester | 2017 2ND SEMESTER |
|                          | Class time and classroom             | Mon D(Seong133)Thu D(Seong133)                        |                     | English Grade    | A(100%English)    |
| Reference to this course | Prerequisite courses                 |   |                     |                  |                   |
|                          | Related basic courses                |   |                     |                  |                   |
|                          | Recommended concurrent courses       |   |                     |                  |                   |
|                          | Related advanced courses             |   |                     |                  |                   |
| Instructor               | Name (title/division)                | Nicholas McGhie(Assistant Professor, General Studies) |                     |                  |                   |
|                          | Office Room Number                   | 성호관 419호  | Office phone Number | 031-219-3256     | e-mail            |
|                          | Office hours                         | Tuesday 9:00am-10:30pm<br>Wednesday 10:30am-12:00pm   | Homepage address    |                  |                   |
| Teaching Assistant       | Name (title/division)                |   |                     |                  |                   |
|                          | Office Room Number                   |   | Office phone Number |                  | e-mail            |

### 1. Introduction

### 2. Course Objectives

International Business English is designed for upper level students in the International Commerce and American Studies majors in the International Studies Division. The course takes a lexicological approach into global business language acquisition. Global business vocabulary and expressions are extensively taught. Written and spoken communications are also an integral part of this course. Topics covered include presentations, interview skills, business email and small group management.

### 3. Class types and activities

### 4. Teaching Method

|  |   |
|--|---|
| <input type="checkbox"/> lecture                                     | <input type="checkbox"/> discussion and debate              |
| <input type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc)      |
| <input type="checkbox"/> designing and production                    | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others                                      |   |

### 5. Support Systems in Use

|  |   |   |
|--|---|---|
| <input type="checkbox"/> e-class / AjouBb                | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture                   | <input type="checkbox"/> online content             |   |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others                     |   |

### 6. Teaching Tools

|  |   |   |
|--|---|---|
| <input type="checkbox"/> PBL(Problem Based Learning) | <input type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning)           |
| <input type="checkbox"/> UR(Undergraduate Research)  | <input type="checkbox"/> FL(Flipped Learning)     | <input type="checkbox"/> DSAL(Data Science Active Learning) |
| <input type="checkbox"/> others                      |   |   |

### 7. Knowledge and ability required for taking this course

## 8. Method of Evaluation

| Evaluation Item | The Number of Times | Evaluation Proportion | Remarks             |
|-----------------|---------------------|-----------------------|---------------------|
| Attendance      |                     | 10                    | Attendance          |
| midterm exam    |                     | 20                    | Midterm Test        |
| final exam      |                     | 20                    | Final Test          |
| quiz            |                     |                       |                     |
| presentation    |                     | 20                    | Oral Evaluation     |
| discussion      |                     | 10                    | Class Participation |
| homework        |                     | 20                    | Written Assignments |
| etc             |                     |                       |                     |
| study hours     |                     |                       |                     |

## 9. Textbook and supplementary material

| Main/Sub | Title (Web-site)     | Writer        | Publisher   | Publication year |
|----------|----------------------|---------------|-------------|------------------|
| Main     | New Business Matters | Thomson Press | Mark Powell |                  |

## 10. Class system and Class shedule

Business English is a combination of the words, word partnerships, and fixed expressions which are used in business life. International Business English brings all this language together and places it at the center of your learning.

### < Class Schedule >

\* language : K-korean, E-English

| Weeks | Topics            | language | Instructor      | Teaching Method | Evaluation Method | Matter to be prepared |
|-------|-------------------|----------|-----------------|-----------------|-------------------|-----------------------|
| 1     | Career Management | E        | Nicholas McGhie |                 |                   |                       |
| 2     | Enterprise        | E        | Nicholas McGhie |                 |                   |                       |
| 3     | E-Business        | E        | Nicholas McGhie |                 |                   |                       |
| 4     | Brand Management  | E        | Nicholas McGhie |                 |                   |                       |

< Class Schedule >

\* language : K-korean, E-English

| Weeks | Topics                       | language | Instructor      | Teaching Method | Evaluation Method | Matter to be prepared |
|-------|------------------------------|----------|-----------------|-----------------|-------------------|-----------------------|
| 5     | Prices and Commodities       | E        | Nicholas McGhie |                 |                   |                       |
| 6     | Corporate Entertaining       | E        | Nicholas McGhie |                 |                   |                       |
| 7     | Innovation                   | E        | Nicholas McGhie |                 |                   |                       |
| 8     | Public Relations             | E        | Nicholas McGhie |                 |                   |                       |
| 9     | Cultural Awareness           | E        | Nicholas McGhie |                 |                   |                       |
| 10    | Global Advertising           | E        | Nicholas McGhie |                 |                   |                       |
| 11    | Management Styles            | E        | Nicholas McGhie |                 |                   |                       |
| 12    | Mergers and Acquisitions     | E        | Nicholas McGhie |                 |                   |                       |
| 13    | Business and the Environment | E        | Nicholas McGhie |                 |                   |                       |
| 14    | Finance and Credit           | E        | Nicholas McGhie |                 |                   |                       |
| 15    | Economic Issues              | E        | Nicholas McGhie |                 |                   |                       |
| 16    | REVIEW                       | E        | Nicholas McGhie |                 |                   |                       |

11. Other items of notification