

Business English

Course Name	Course type (credit/hours)	전선(3/3)			Course code	Z003
	Target students Division/major/grade	/			Openning semester	2019 1ST SEMESTER
	Class time and classroom	월B(울259) 목B(울259)(울259)			English Grade	A(100%English)
Reference to this course	Prerequisite courses					
	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)	Brad Crawford (조교수/인문대학 영어영문학과)				
	Office Room Number	다산관 215-1	Office phone Number	2816	e-mail	
	Office hours			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 intergral part of this course. Topics covered include presentations, interview skills, business email and small group managment.

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	<input type="checkbox"/> automatic recording system	<input type="checkbox"/> web-based assignment
<input type="checkbox"/> cyber lecture	<input type="checkbox"/> blended learning(combination of online and offline teaching)	
<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"/> 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	
midterm exam	1	15	
final exam	1	15	
quiz			
presentation	2	20	
discussion		20	
homework	4	20	
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	NewBusinessMatters	ThomsonPress	MarkPowell	

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 centre of your learning.
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< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Career Management		Brad Crawford			
2	Enterprise		Brad Crawford			
3	E-Business		Brad Crawford			
4	Brand Management		Brad Crawford			
5	Prices and Commodities		Brad Crawford			
6	Corporate Entertaining		Brad Crawford			

< Class Schedule >

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Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
7	Innovation		Brad Crawford			
8	Public Relations		Brad Crawford			
9	Cultural Awareness		Brad Crawford			
10	Global Advertising		Brad Crawford			
11	Management Styles		Brad Crawford			
12	Mergers and Acquisitions		Brad Crawford			
13	Business and the Environment		Brad Crawford			
14	Finance and Credit		Brad Crawford			
15	Economic Issues		Brad Crawford			
16	REVIEW		Brad Crawford			

11. Other items of notification