



Business Global English  
Professor Todd Arthur Wolf  
Spring Semester 2018

**Class Hours:** Wednesday, from 10:30 - 1:20pm. Lecture Building, 509.

**Office hours:**

Monday: 9:30am - 12:20pm.  
Tuesday: 12:30pm – 1:20pm.  
Wednesday: 10:30am – 2:20pm.

**Contact information:**

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**Grading Scale:**

Attendance and Class Participation **10%**  
Homework, Research, and minor Presentations **30%**  
Midterm Presentation **30%**  
Final Presentation **30%**

**Tardiness:**

If you are **LATE** for more than **15 minutes** of class = **1 absence**.

**Absences:** If you are absent **5** times, the school policy is that the student receives an **F** for the class. Absences which are excused with a valid written reason.... **NONE**. The International College's policy is that there will be **NO excused absences**. You are allowed 4 absences, and can still pass the class. 5 absences equals an automatic F, **NO EXCEPTIONS**. Every absence will affect your grade, even though you are allowed to have 4 absences and still **PASS** the class (a "D" is a passing grade).

**Objective:**

- ✓ To immerse students in an all-English environment and study a broad range of business topics.
- ✓ To work in groups to complete tasks and assignments.
- ✓ To be able to confidently make presentations using English.
- ✓ To facilitate self-study, and research in English on a wide variety of Business related topics.
- ✓ To build the business English acumen, and specific vocabulary.
- ✓ To simulate working environments where English is the main language.

**General Information:**

This class will require multiple presentations backed by research from individual students, as well as team presentations. Students will be researching a broad range of business topics, and also utilizing their creativity to create both sample products, and sample companies/corporations. Nearly every aspect of basic business practices will be touched on including, but not limited to: Start-ups, Retail, Corporate, Small Business, Funding, Raising Capital, Money Management, Human Resources, Management, and business structure. This is a time consuming class with a great deal of outside work required, and it is usually a very competitive class environment (much like the business world). This class follows The University of Suwon's required 30% A's, 40% B's, 30% C's grading requirement.

**Presentation Evaluation Form:**

The following form will be used for every presentation the students will be giving in the class. There are two main evaluations (Mid-term and Final Presentations), as well as a plethora of small homework presentations which the students will be required to make during the semester.

## **Presentation Evaluation Form**

Presentation Grade per category (8 categories or criteria).

5= Excellent (A); 4 = Good (AB); 3 = Satisfactory (B); 2 = Some problems (BC); 1 = Many problems (C); 0 = Did not present (F); NA= not applicable.

**Presenter(s):** \_\_\_\_\_

**Topic:** \_\_\_\_\_

\_\_\_ **1. Introduction:** Did the introduction capture your interest? Was necessary background given? Was a clear purpose conveyed? Was the audience captivated?

\_\_\_ **2. Organization:** Was there a clear organization? Were transitions between sections clear and effective? Did the organization lead to a clear conclusion? Was the presentation easy to follow and understand?

\_\_\_ **3. Content:** Did the speakers support their points? Was the supporting material relevant, up to date? Was the topic covered thoroughly in the time given? Were there enough visual aids and/or video/presentation boards, etc.?

\_\_\_ **4. Visual Aids:** Were visual aids used effectively and appropriately, and were they carefully prepared? Did they help or hurt the presentation?

\_\_\_ **5. Conclusion:** Were key points reinforced? Was a sense of closure provided? If appropriate, was a course of action proposed? Did the audience leave with more knowledge?

\_\_\_ **6. Delivery:** Was/were the speaker(s) natural, enthusiastic? Did they speak clearly? Were appropriate gestures, posture, expressions, and eye contact used? Did the speaker(s) project their voice well?

\_\_\_ **7. Discussion:** Were questions answered accurately, clearly, quickly, and effectively?

\_\_\_ **8. General Comments :**



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 Spring Semester 2018  
 Tentative Weekly Class  
 Schedule

\*There is no text book for this class. All teaching materials will be provided by the instructor and posted onto the internet.

Class Number	Class Theme	Homework (Due next week)
1	Level Test, Class Rules, Attendance, Grading, Teacher Introduction ~ quiz on grading policy and class expectations.	Choose teams/partners.
2	“Making Presentations in English.” Lecture class and discussion. Student Introductions, Make Groups Discuss pie charts.	Exchange Contact Information. Opening a business team presentations.
3	Money Management. Quiz on Making Presentations in English. Pie chart presentations.	Discuss what kind of imaginary business your team will “open.”
4	Opening a Business part 1. Small businesses, corporate structure, management structure, marketing, and funding sources.	Research all aspects of opening a business with your team.
5	Opening a Business part 2.	Opening a business. Team presentations.
6	“Sell Me Something!!” Marketing/Advertising.	Research all aspects of opening a business/creating your imaginary product with your team.
7	“This is my widget!” Creating Products.	Prepare the presentation for the product/company that your group wants to make.
8	Mid Term Presentations.	
9	Hiring/Contracts. Lecture on techniques, as well as hints and tricks of successful interviewing...	Make an English Resume.
10	Email/ Formal vs Informal. Speech. Quiz on interviewing techniques.	Make a formal and an informal email.

11	Meetings. Parliamentary procedure in meetings overview.	Make a presentation reporting on a fictional business trip abroad.
12	Business Trip Report Sample Presentation. Telephoning.	Make a script for a business phone conversation.
13	Making Contacts/ Group Presentations.	Making Contacts/ Group Presentations.
14	Final Presentations and review for final exam.	Study for final exam.
15	Final Exams and Final Presentations.	