



Business Global English/Spring. 2017

Professor: Timothy Burry

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Student Hall / IED Office

COURSE DESCRIPTION:

This course will provide you with important insights regarding how business is conducted in the world today as well as exploring current trends and the latest techniques from around the globe. Together, we will have a variety of discussions involving videos, pair work, and group presentations. Upon successful completion of this course, we will be able to:

COURSE OBJECTIVES

- Writing formal and semi-formal International business letters and emails.
- Communicating formally and informally in the global workplace.
- Practicing appropriate office etiquette.
- Developing social marketing skills.
- Understanding productivity and time management.
- Defining products and advertising suggestions.
- Expressing arguments and service problems.
- Describing financial data,
- Making financial predictions & presentations.

Meeting time: Wednesday, 2:30 – 5:20

Text: There will be no book in this class. All materials will be accessible via the class Blackboard website.

Office hours: Please try to make an appointment!

Monday	10:30 – 3:30
Tuesday	10:30 – 2:30
Wednesday.	11:30 – 2:30
Thursday	12:30 - 1:30
Friday.	None

Class Policies

- Hand phones may NOT be used for conversations in the classroom. Please take calls outside.
- Late assignments will be accepted with a loss of 10%.

Grading

All grading is based on a **RELATIVE SCALE**

A's : 20% (+/-10%), B's: 40% (+/10%), C's/D's/F : 40% (+/-10)

Participation:	30%	<u>Participation includes attendance, Discussion Boards, & homework</u>
Mid-term Exam	30%	
Final Exam:	40%	

Grade	Percentage	Grade points/credit	Rating
A+	95% & above	4.00	Excellent
A	90% – 94%	3.50	Very good
B+	85% – 89%	3.00	Good
B	80% – 84%	2.50	Above average
C+	75% – 79%	2.00	Average
C	70% – 74%	1.50	Below average
D	60% - 69%	1.00	Inferior
F	59% & below	0.00	Failure
I	An incomplete; given only when a student is unable to complete a segment of the course because of circumstances beyond the student's control. A grade of incomplete may be given only when approved in writing by the department chair or school dean.		

Attendance Policy

If you wish to improve your English, it is crucial that you come to every class and be on time. To complete a course, students must attend at least 75% of classes.

- More than 4 absences will result in a grade of FAIL.
- Students late for more than the first 15 minutes of the class hour = 1 unexcused absence.
- 3 times late = 1 unexcused absence.
- Absences due to medical reasons WILL NOT be excused.

Only the death of an immediate family member or getting a physical exam for joining the army is considered excused absences. You must submit confirmation documents to the ESL office WITHIN ONE WEEK.

GLOBAL BUSINESS CLASS SCHEDULE

Weekly schedule--this may change!

Week 1	Course Introduction & business assessment / Unit (7) <ul style="list-style-type: none"> • <i>What is Global Business?</i> <i>Homework – Discussion board Post</i> <i>Arabia's Field of Dreams: (Article analysis <u>only</u>) - p. 61.</i>
Week 2	Playing the Game (1) <ul style="list-style-type: none"> • <i>Move over Game Boy's: article analysis – p. 9.</i> • Microsoft / Exporting • International company Emails <i>Homework: Self-introduction</i> <i>Trends ~ 3D printing & Intelligent Business ~ Corporate emailing (p. 14-write it up)</i>
Week 3	Data Collection / No Privacy (2) <ul style="list-style-type: none"> • <i>No Hiding Place: article analysis – P. 17.</i> • Statistics, Quantities & numbers <i>Homework – Trends ~ 3M company & Intelligent Business ~ Writing a report (p. 22-write it up)</i>

<p>Week 4</p>	<p>Office Etiquette (3)</p> <ul style="list-style-type: none"> • Office Workers: <i>article analysis</i> - p. 25. • Synonyms and Prefixes • Offers and Requests <p><u>Homework</u> – <i>Writing an E-mail</i>, Dilemma and Decision: “Workplace Bully”, Intelligent Business, (pgs. 30, 141, 143, 144, style guide-p.6)</p>
<p>Week 5</p>	<p>Creating a Buzz / Image: (4) Creating a Buzz</p> <ul style="list-style-type: none"> • <i>Fashions Favorite: article analysis</i> – p. 35. • Promoting Brand Image • Comparatives and Superlatives <p><u>Homework</u> – <i>Writing a memo</i>, Dilemma and Decision: “Volkswagen Bug” Intelligent Business, (p. 40, style guide-p.16).</p>
<p>Week 6</p>	<p>Being successful (5) Organic Growth</p> <ul style="list-style-type: none"> • <i>Passion into Profit: article analysis</i> – p. 43. • Opposites and Past Simple Tense • Setting up a New Business <p><u>Homework</u> – <i>Writing a memo</i>, Dilemma and Decision: “Organic Growth/Sunshine Foods” Intelligent Business, (pgs. 48, 138, 142,144, style guide-p.16).</p>
<p>Week 7</p>	<p>Future / Going up (6) PPT The Future – Going up!</p> <ul style="list-style-type: none"> • <i>An Elevator to Space: article analysis</i> – p.51. • Venture Capital • Modals of Possibility <p>Trends ~ <i>Astro Boy</i> (pgs. 51-52)</p>
<p>Week 8</p>	<p>MID-TERM EXAM – Group project</p>
<p>Week 9</p>	<p>Job-Seeking / Success (8) PPT</p> <ul style="list-style-type: none"> • <i>The Online Job Market: article analysis</i> – p.69. • Job Searching Vocabulary • Using the Imperative Form <p>Trends <i>Biosphere two</i> (pgs. 57-58) <u>Homework: Writing a letter.</u></p>
<p>Week 10</p>	<p>Selling / Social Marketing Skills (9)</p> <ul style="list-style-type: none"> • <i>Marketing to Students: article analysis</i> – p.77. • Obligations • Blogging and social website marketing <p><u>Homework</u> – <i>Writing an E-mail</i>, Dilemma and Decision “Guerilla Marketing” Intelligent Business, (pgs. 82, 139, 143 ,145, style guide-p. 6).</p>
<p>Week 11</p>	<p>Service / Complaining / Social Media Marketing (12)</p> <ul style="list-style-type: none"> • <i>Getting Better Service</i> - (p. 103) • Eat, Pray, & Love Clip

	<p><i>Homework – No homework this week</i> Dilemma and Decision “Service Not Included” Intelligent Business, (pgs. 108, 139, 144, 146. style guide-p.16).</p>
Week 12	<p>Pricing / Interpreting Financial Data (10) PPT</p> <ul style="list-style-type: none"> • <i>Cheaper & Cheaper article analysis</i> • Present Perfect • Pricing Strategy & making graphs • Describing a Graph <p><i>Trends ~ Coffee, Complete the exercises.</i></p>
Week 13	<p>Productivity (13)</p> <ul style="list-style-type: none"> • <i>Revolution in the car industry article analysis</i> • Managing Time <p>Dilemma and Decision “Bonus or Bust” Intelligent Business, <u>Exam Prep.</u></p>
Week 14	<p>Having Fun at Work (15) FINAL – EXAM - PREP.</p> <ul style="list-style-type: none"> • <i>Motivation article analysis</i> • Having Fun at Work • Dilemma and Decision: Hot-Desking
Week 15	<p>FINAL EXAM – Group Presentation</p>
Week 16 -Make up week	