



The University of Suwon

GLOBAL BUSINESS ENGLISH

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Course introduction

As the workplace is becoming more and more international, it is increasingly important for people to learn business English if they want to succeed. This course will provide ESL students with key business concepts and developments, and an understanding of how business works in different cultures. It will explore news, current trends and the latest ideas from around the world. The language component of the course will focus on exercises and practical activities to enhance key grammar and vocabulary for improved workplace communication.

Course objectives

After completing the course, students will

1. Explain their job/career.
2. Write formal and semi-formal business emails and letters.
3. Communicate formally and informally in writing and speaking in the workplace.
4. Practice proper office etiquette.
5. Discuss brand image and advertising.
6. Check for information and make appointments.
7. Understand productivity and time management.
8. Describe products and make suggestions (marketing).
9. Express arguments and deal with problems (service).
10. Describe basic financial data, and make suggestions and predictions (finance).

Course language

This course is taught completely in English. Students will need to have a good level of English to read and understand the contents and to complete the assignments.

Course format

This is a **traditional class** and we will meet on campus, however, class materials can be accessed at (www.blackboard.suwon.ac.kr).

Course guidelines, requirements and expectations

All students must;

- use the required text/material and download or prepare any other materials required by the teacher.
- act respectfully and courteously in class at all times.

- participate actively in class activities/projects.
- complete all required readings, assignments and exams.

Required texts/materials

All materials for this class will be provided by the instructor on Blackboard.

Course website

<https://blackboard.suwon.ac.kr/>

<http://ic.suwon.ac.kr/>

Course policies

To achieve the attendance requirement and complete a course, students must attend at least 75% of the classes. That is, students can miss NO MORE THAN 4 classes.

Absences:

- There are NO excused absences

Assessment:

- Missing the midterm or final presentation results in an automatic F for the class.
- Assessment will be by class participation, presentation, exam and written essay.
- Makeup exams are allowed but will be docked points.
- Cheating is not tolerated and will result in an automatic F.

Grading:

- Attendance and quizzes (2): 25%
- Participation: 25%
- Midterm assessment: 25%
- Final assessment: 25%

NOTE: The course will be graded on a curve (relative grading).



Fall, 2017 Elective Schedule

Date	Lesson content
Week 1:	Course Introduction/Syllabus Review Business Etiquette Icebreaker: Getting to know your peers
Week 2	Greetings/Explaining your job
Week 3	Data Collection
Week 4	Office Etiquette
Week 5	Brand Image and Advertising
Week 6	Entrepreneurship
Week 7	Midterm Review Week
Week 8	Midterm Exam
Week 9	Making Predictions
Week 10	Sales
Week 11	Interpreting Financial Data
Week 12	Customer Service
Week 13	Productivity
Week 14	Management Strategies
Week 15	Final Presentations
Week 16	Make-up Week

NOTE: The course content listed above is subject to change.