

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 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 >

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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