

Business English

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	Z001
	Target students Division/major/grade	International Studies/Senior	Opening semester	2019 2ND SEMESTER
	Class time and classroom	Tue D(Yul252)Thu C(Yul252)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Bradley Crawford(Assistant Professor, English Language and Literature)			
	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 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 checked="" type="checkbox"/> 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	
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.

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Career Management		Bradley Crawford			
2	Enterprise		Bradley Crawford			
3	E-Business		Bradley Crawford			
4	Brand Management		Bradley Crawford			

< Class Schedule >

* language : K-korean, E-English

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

11. Other items of notification