

**Instructor:**

**Email:**

**Office:**

**Office Hours:**

**Class Website:**

**Class Assignments & Homework:**

**Class Meeting Days/ Time:**

**Location:**

### **Course Description**

This is a specialized four-unit course designed to help non-native speakers of English communicate effectively in business situations. This course is focused on orals skills that prepare nonnative speakers of English to give presentations (both individual and group), to handle audience questions, to run an effective business meeting, and to improve through critical self-analysis of speech. In addition, students will address pronunciation issues relevant to the tasks they are asked to perform. The major activities are all videotaped; an important component of the course is the ability to evaluate one's own performance as well as that of one's peers.

### **Aims of the Course**

*Improving language & communication skills with respect to business:*

- Organizing a business presentation
- Describing visuals
- Making transitions from one point to another
- Asking & fielding questions
- Running a meeting/leading a discussion

*Improving pronunciation skills:*

- Thought groups & chunking
- Stress & intonation

### **Class Assignments**

- Make 2 individual & 1 group presentation (all videotaped)
- View & analyze all videotaped performances
- Meet with instructor & peers outside of class to review performances
- Lead 1 business meeting/discussion (& participate as a member of all the others)

### **Grading**

- Presentation #1 (Explaining visuals) = 10%
- Presentation #2 (Marketing a new product) = 15%
- Presentation #3 (Addressing a business/economic problem) = 20%

- Business simulation = 20%
- Participation in class = 15%
- Analyses of performances, peer feedback = 20%

**SAMPLE SYLLABUS – SUBJECT TO MINOR CONTENT CHANGES BASED ON INSTRUCTOR  
COURSE SYLLABUS**

**ESL 26: BUSINESS COMMUNICATION - SPEAKING**

### **Course Components**

#### *Presentations*

- Presentation #1: For the first presentation, you will present a chart or diagram to the class. It should be related to your specific focus in the business world yet you need to make the information relevant to the level and interest of the listeners in this class. You will have 5-7 minutes to present & answer audience questions. Time limit depends on class size.
- Presentation #2: The second presentation requires you to present as part of a panel of 3 or 4 students. Your task is to discuss how you would market a new product (these will be provided by the instructor) keeping in mind the 4 P's of marketing: the product (and its packaging), the price (and how the consumer can pay for it), the promotion (through what channels can I make the consumer aware of this product), and place (where & how am I going to sell this product). Time limit and group size depend on class size.
- Presentation #3: For the final presentation, you will identify a business problem or economic problem that must be addressed with some urgency. After outlining the problem, propose a solution for it and defend your proposal. You can discuss an economic problem affecting an entire nation or a problem that is facing a company that you have worked for or are familiar with. Time limit depend on class size.

#### *Business meeting simulation*

- For this assignment, we will be using *Business Roles 2* textbook (Teacher's copy). Each unit contains a simulation in which a situation is described and each participant is given a role in a fictional company. The group works together to decide on the best course of action. Each class member will lead one of these simulations as the 'chair' of the meeting. Depending on class size, 2 simulations may be running simultaneously on a given day. These simulations run approximately 50 minutes each.

#### *Analysis of performances*

- After each of the above activities (3 presentations and 1 simulation), you will prepare both self and peer evaluations. You will evaluate two of your peers for each presentation, and you will evaluate two of the discussions. Then, you will meet outside of class with the instructor & peers to discuss your presentations or discussion.

### **IMPORTANT NOTE: CLASS POLICIES**

- 1. No cell phones, tablets, laptops, or other electronic devices are allowed in class;**
- 2. Attendance and punctuality are essential;**
- 3. In-class activities CANNOT be made up outside of class;**
- 4. Students are expected to come on time, prepared, and willing to contribute to class activities;**
- 5. If you miss class or come late, it will affect your grade.**

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**ESL 26: BUSINESS COMMUNICATION - SPEAKING**

**Tentative Course Schedule**

Wk	Tuesday	Thursday
1	<ul style="list-style-type: none"> <li>• Self-introductions, ice breakers</li> <li>• Introduction to course &amp; materials</li> <li>• Introduction to <i>Moodle (CCLE)</i> and <i>Turnitin.com</i></li> <li>• Key elements of business presentations</li> <li>• Formal presentations</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Presenting in English: Section 1</i></li> <li>• Audience analysis</li> <li>• Narrowing a topic</li> <li>• Structuring your presentation</li> <li>• Incorporating effective transitions</li> </ul>
2	<ul style="list-style-type: none"> <li>• <i>Presenting in English: Section 2</i></li> <li>• Exploiting visuals</li> <li>• Pronunciation point: Intonation (sections 3.8-3.9)</li> <li>• Business Meeting Simulation #1</li> </ul>	<ul style="list-style-type: none"> <li>• <i>PRESENTATION #1: EXPLAINING A CHART OR DIAGRAM</i></li> </ul>
3	<ul style="list-style-type: none"> <li>• <i>Presenting in English: Section 3</i></li> <li>• Pronunciation point: Chunking, stress, pacing (sections 3.3-3.7)</li> <li>• Business Meeting Simulation #2</li> </ul>	<ul style="list-style-type: none"> <li>• Presenting in English: Section 4</li> <li>• Communicating your message effectively</li> <li>• Creating rapport</li> <li>• Pronunciation point: Emphasis (sections 4.1-4.5)</li> <li>• Business Meeting Simulation #3</li> </ul>
4	<ul style="list-style-type: none"> <li>• <i>Presenting in English: Section 5</i></li> <li>• Rhetorical questions</li> <li>• Dramatic contracts</li> <li>• Tripling</li> <li>• Machine gunning, build-ups, knock-downs</li> <li>• Business Meeting Simulation #4</li> </ul>	<ul style="list-style-type: none"> <li>• <i>PRESENTATION #2: MARKETING A NEW PRODUCT</i></li> </ul>
5	<ul style="list-style-type: none"> <li>• <i>Presenting in English: Section 6</i></li> <li>• Techniques for group presentations</li> <li>• The language of marketing</li> <li>• Business Meeting Simulation #5</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Presenting in English: Section 7</i></li> <li>• Clarifications</li> <li>• Dealing with questions</li> <li>• Prepare for group presentation</li> <li>• Business Meeting Simulation #6</li> </ul>
6	<ul style="list-style-type: none"> <li>• <i>PRESENTATION #3: BUSINESS/ SOCIO-ECONOMIC PROBLEM</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>PRESENTATION #3: BUSINESS/ SOCIO-ECONOMIC PROBLEM</i></li> <li>• Course wrap-up</li> </ul>