**Antalya Bilim University**

**Department of Business Administration, ENGB 101**

**Academic English**

**Fall 2019**

Class time & Place: Tuesday 9:30 am-12:30 pm & A2-04/05

Office hours: Tuesday 2 pm-3 pm/Thursday 2 pm-3 pm

Müge Arduçoğlu

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(A2-18)

Welcome to ENGB 101 course. This course is intended to equip business students with the basic discipline-specific vocabulary and language to improve their use of English language both in written and spoken forms and to help them carry out their undergraduate studies. It is specialized to develop their academic and professional language skills in the field of business by engaging them in the four key language components: reading, listening, speaking and writing. On the course, students practice scientific reading strategies, business vocabulary in English, business English reading comprehension as an aid to studying more effectively as well as complete various written and oral tasks and activities. The course ultimately aims to improve students’ communication skills they need to succeed in business and enlarge their knowledge of business world that will help them to increase their career prospects.

**Course Book:**

# Market Leader: Intermediate Business English Book. Authors: David Cotton, David Falvey and Simon Kent. Publisher: Pearson Longman; 3rd Edition.

Students are responsible to get a **hard copy** of the course book.

**Recommended Readings:**

Additional reading material will be provided by the lecturer.

**Course Objectives**

The objectives of the course are as follows:

* To expand students’ academic and field-specific vocabulary by using context to figure out meaning and define terms.
* To develop students’ speech conventions used in the field of business through listening to business conversations and concepts
* To help student demonstrate an active command of field-specific words, expressions and grammatical structures to be able to interact in everyday situations and during in/out class discussions about the field
* To improve students’ critical reading skills through discipline-specific thematic units with authentic texts
* To help students use functional, fluent, clear and accurate language to present, describe, participate, negotiate, socialize, and persuade in spoken and written forms
* To get students to produce cohesive and intelligible written work to express, persuade, communicate ideas and concepts in the professional tone & manner
* To improve students’ understanding of business cases through articles and lectures to demonstrate an ability to ask appropriate questions and reaching business decisions in teams

**Developing Graduate Attributes**

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

* Understanding and usage of academic and field-specific vocabulary and language.
* Knowledge of critical reading skills through discipline-specific thematic units with authentic academic texts.
* Usage of functional, fluent, clear and accurate language to describe, participate, socialize, negotiate and persuade both in spoken and written forms.
* Ability to produce cohesive and intelligible business reports and proposals within a professional tone in English.
* Ability to work individually, and in intra-disciplinary and multidisciplinary business teams.
* Recognition of the need for life-long learning and ability to access information, follow developments in business and economics, and continually reinvent oneself.
* Knowledge of project management, risk management, innovation and change management, entrepreneurship, and sustainable development.
* Awareness of business sectors and ability to prepare a business plan.
* Understanding of professional and ethical responsibility and demonstrating ethically professional behavior.

**Academic Honesty and Plagiarism**

Plagiarism is intellectual theft and is by no means tolerated by the university. It is the use of somebody else's ideas, viewpoints, findings or works in a paper, project, report, or any similar document which is presented as part of a course requirement without proper acknowledgment of the source.

Violations of scholastic honesty include, but are not limited to cheating, plagiarizing, fabricating information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. Any form of scholastic dishonesty is a serious academic violation and will result in receiving a grade of “0” for a particular task or an exam and a disciplinary action will be taken in accordance with the University’s Disciplinary Rules & Regulations regarding plagiarism.

**Course Requirements**

* Students are required to **attend 70% of classes** and keep a regular record of their personal attendance. Those who exceed the limit will get an “FX” grade and have to repeat the course.
* Medical notes **will not be** accepted as an excuse for non-attendance on the **quiz** days. Those who are absent on the quiz day will receive a zero (0). Students will be informed of the quiz date and time both in class and through e-mail.
* A make-up exam for the **midterm** and the **final exam** is granted if a student provides a legitimate document. Students will be informed of the midterm and the final exam date and time both in class and through e-mail.
* Students must come to class **fully equipped** (with pens, pencils, note books, the course pack and the course book) **having completed the tasks assigned by the instructor**.
* Students must speak English during class and actively participate in class activities to contribute to and benefit from a positive learning environment.
* It is the student’s responsibility to attend all the classes throughout the academic semester and participate in class discussions and activities in an active and respectful manner.
* Students must come to class on time; those who are late more than 5 minutes **will not be** allowed to attend the class.

**E-mail Protocol**

Students are expected to demonstrate courtesy and respect at all times when using the official university e-mail account. To communicate with the instructors through e-mail, please follow the e-mail protocols stated below and see the given sample.

* Put a brief explanation of the nature of the e-mail in the subject line. Never include demands such as "urgent request” or immediate response needed." which is not a very respectful manner of communication.
* Begin the e-mail with the instructor’s name and/or title & surname. (e.g. Dear Professor Hanks).
* Begin the message by introducing yourself, the course code and relevant section.
* Make sure the message is concise, to the point, correctly punctuated, and written in standard English.
* End your message by stating the full name, student number, section number, and the department.
* E-mails that do not abide by this protocol will not be taken into consideration.
* E-mails that are sent after 17.30 will not be answered until the next working day.
* **Sample E-Mail**

From: Ata Yılmazer

To: Müge Arduçoğlu

Subject: Tutorial Appointment Request

Mon 9/10/2019 14:32

Dear Professor;

My name is Ata Yılmazer. I am enrolled in section 01 of ENGB 101 course. The reason I am

writing this mail is to get an appointment for a tutorial. Could you please kindly inform me of your available day and time for a tutorial session?

Yours sincerely;

Ata Yılmazer

St No. 87464367

Department: Business Administration

**Assessment Criteria:**

1. **Quizzes (30%)**: Students are responsible for all class material covered until the quiz dates.
2. **Midterm (30%):** Students are responsible for all class material covered until the midterm exam.
3. **Final exam (40%)**: This exam is cumulative and will focus on all units and topics studied throughout the course, but emphasis will be after midterm.

**Grading Scale:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 100-95 | 94-90 | 89-85 | 84-80 | 79-75 | 74-70 | 69-65 | 64-60 | 59-55 | 54-50 | 49-0 |

**Exam Rules and Regulations**

* Upon entering the examination room, all students are subject to examination regulations and must comply with all instructions given by the proctors before, during and after the examination.
* All students are to leave their electronic devices (mobile phones, smart watches, iPads, USB flash disks, MP3 player and the similar) on a desk as specified by the proctors. The possession and/or use of any such device during an examination is a serious offence and will result in disciplinary action.
* Personal belongings such as course books, notes, coats, bags and the similar are also to be left on a space specified by the proctors.
* Students should not have any item with them except pens, pencils, erasers, exam papers and ID cards. No exchange any of these items with another student will be allowed during an examination.
* Talking to another student during an exam is strictly prohibited. Those who have a question should raise their hand and a proctor will approach them.
* The proctor reserves the right to change a student’s place at any time during an examination.
* Exam start and finish time will be announced before the exam and students will be notified 5 minutes before the finish of the exam.
* Those who are late more than 20 minutes for the exam will not be allowed to sit the exam and no extra time will be given to those who are late for the exam to make up for the time lost.
* Unless there is an emergency case, students will not be allowed to leave the room before the exam finishes.

**Course Schedule**

**WEEK 1 (16-20 Sep)**

* **Introduction to the Course & Review of the Course Syllabus**
* Course Components & Course Content
* Course Book
* Course Requirements & Assessment Components
* Plagiarism Policy and Exam Rules & Regulations
* **Introduction to the Field of Business**
* **Unit 1: BRANDS**
* **Discussion:** Talk about your favourite brands
* **Vocabulary:** Word partnerships about brand management
* **Listening:** An interview with a brand manager

**WEEK 2 (23-27 Sep)**

* **Unit 1: BRANDS**
* **Reading:** Building luxury brands– *Financial Times*
* **Language Work:** words that go with *brand*, *product* and *market* / Present simple and present continuous
* **Skills:** Taking part in meetings
* **Case Study:** Hudson Corporation – decide how a luggage manufacturer can protect its brand
* **Writing:** E-mail

**WEEK 3 (30 Sep-4 Oct)**

* **Unit 2: TRAVEL**
* **Discussion:** Talk about your travel experiences
* **Vocabulary:** British and American English
* **Listening:** An interview with a sales director of a hotel chain
* **Reading:** What business travellers want - *Financial Times*
* **Language Work:** British and American travel words / Talking about future
* **Skills:** Telephoning: Making arrangements
* **Case Study:** BTS – retain a travel agent’s key client
* **Writing:** E-mail

**WEEK 4 (7-11 Oct)**

* **QUIZ I**
* **Unit 3: CHANGE**
* **Discussion:** Discuss attitudes to change in general and at work
* **Vocabulary:** Verbs and word partnerships to describe change
* **Reading:** Mercedes, shining star - *Financial Times*
* **Listening:** An interview with a management consultant

**WEEK 5 (14-18 Oct)**

* **Unit 3: CHANGE**
* **Language Work:** Words for describing change / Past simple and present perfect
* **Skills:** Telephoning: Managing meetings
* **Case Study:** AcquiringAsia Entertainment – solve the problems arising from a recent merger
* **Writing:** Action Minutes
* **Working Across Cultures 1: SOCIALISING (pp. 30-31)**
* **REVISION UNIT A (pp. 32-35)**

**WEEK 6 (21-25 Oct)**

* **Unit 4: ORGANISATION**
* **Discussion:** Talk about status within an organization
* **Vocabulary:** Company Structure
* **Reading:** A successful organisation - *Financial Times*
* **Listening:** An interview with a management consultant

**WEEK 7 (28 Oct-1 Nov)**

* **Unit 4: ORGANISATION**
* **Language Work:** Words and expressions to describe company structure / noun combinations
* **Skills:** Socialising: introductions and networking
* **Case Study:** InStep’s relocation – decide on the relocation site of a shoe manufacturer
* **Writing:** E-mail

**WEEK 8 (4-8 Nov)**

* **MIDTERM EXAM**

**WEEK 9 (11-15 Nov)**

* **Unit 5: ADVERTISING**
* **Discussion:** Discuss authentic advertisements
* **Vocabulary:** Advertising media and methods
* **Reading:** A new kind of a campaign - *Financial Times*
* **Listening:** An interview with a marketing communications executive

**WEEK 10 (18-22 Nov)**

* **Language Work:** Words and expressions for talking about advertising / Articles
* **Skills:** Starting and structuring a presentation
* **Case Study:** Alpha Advertising – develop an advertising campaign
* **Writing:** Summary

**WEEK 11 (25-29 Nov)**

* **QUIZ II**
* **Unit 6: MONEY**
* **Discussion:** Do a quiz and discuss attitudes to money
* **Vocabulary:** Financial terms

**WEEK 12 (2-6 Dec)**

* **Unit 6: MONEY**
* **Listening:** An interview with an investment director
* **Reading:** An inspirational study - *Financial Times*
* **Language Work:** Words and expressions for talking about finance / Describing trends

**WEEK 13 (9-13 Dec)**

* **Unit 6: MONEY**
* **Skills:** Dealing with figures
* **Case Study:** Make your pitch – present a new idea to investors
* **Writing:** E-mail

**WEEK 14 (16-20 Dec)**

* **Working Across Cultures 2: INTERNATIONAL MEETINGS (pp. 60-61)**
* **REVISION UNIT B (pp. 63-66)**
* **Revision for Final Exam**