

HIGHER EDUCATION PROGRAMME

(Bachelor's degree)

MAJOR: URBAN DESIGN

MINOR: ARCHITECTURAL AND URBAN DESIGN FOR INCLUSIVE SMART CITY

SYLLABUS

1. Course Name: General Business English

2. Teaching Language: English

3. Course Code: ENG513154

4. Department in Charge: Department of Foreign Languages for General Purposes

5. Level of Competency: for undergraduate students at the first academic year (A2 (CEFR))

6. Credits Allocated: 04 credits (200 hours)

7. Time Allocation:

+ Theory: 55 hours

+ LMS: 5 hours

+ Self-study: 140 hours

8. Course Nature: Compulsory

9. Programs: For all UEH students

10. Prerequisite: A2 (CEFR)

11. Course Description:

This course is designed to assist students in enhancing their academic English language skills to the requisite level for successful university degree studies. Additionally, the course offers students a solid foundation in essential business skills, equipping them for advanced studies and future careers within the realm of business. Within this course, students will acquire proficiency in applying academic reading, writing, speaking, and listening skills within the context of their specific subject areas, achieved through a diverse array of learning activities including case studies, role-plays, simulations, presentations, and group discussions.

This course comprises three modules. The initial module, "General Business English," has been tailored for first-year students aspiring to enhance their understanding and use of the academic language essential for their university studies. The subsequent two modules, categorized as "English for Specific Purposes 1 and 2," cater to students aiming to acquire the academic language pertinent to their specialized fields of study. These latter modules are centered around four distinct areas: English for Law, English for Business, English for Economics, and English for Technology, Communication, and Design.

12. Course Learning Outcomes - CLOs:

After the course, students will be able to:

12.1 Knowledge (CLO1)

- **CLO1.1:** Use their understanding of academic language to enhance their listening, speaking, reading, and writing skills.
- **CLO1.2:** Apply their comprehension of how academic language is used to effectively communicate in various contexts.
- **CLO1.3:** Explain fundamental terminologies both in the field of business and of academic study.

12.2 Skills (CLO2)

- **CLO2.1:** Use a range of appropriate lexical resource and show a good control of simple grammatical forms for effective communication (B1).
- **CLO2.2:** Demonstrate the ability to thoroughly comprehend and extract key information from listening materials across diverse contexts and subjects (B1).
- **CLO2.3:** Articulate clearly and coherently spoken expressions when engaging in communication across various subject matters and interactive scenarios (B1).
- **CLO2.4:** Thoroughly analyze a range of reading materials, extracting essential information and insights across diverse topics and genres and making valid interpretations of the texts (B1).
- **CLO2.5:** Produce well-structured, cohesive, and coherent written pieces, effectively conveying ideas and information across various academic contexts and genres (B1).
- **CLO2.6:** Apply crucial skills such as critical thinking, problem-solving, presentation, negotiation, and teamwork effectively within diverse contexts.

12.3. Autonomy and Responsibility (CLO3)

- **CLO3.1:** Showcase the competency to engage in critical self-reflection regarding learning and manifest an awareness of resources for ongoing personal development.
- **CLO3.2:** Demonstrate the competency to thoroughly comprehend cultural and ethical considerations in academic studies within their respective field.
- **CLO3.3:** Exhibit the competency to operate autonomously, manage time, prioritize tasks, and make informed decisions while applying knowledge and skills in professional settings.

13. Learning Materials:

13.1 Textbooks:

- Material 1: Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., & Wright, L. (2018). Business Partner B1. Pearson Education Limited.
- Material 2: School of Foreign Languages. (2023). The Reading Book. UEH Publishing House.
- Material 3: Folse, K. S., Solomon, E. V., & Muchmore-Vokoun, A. (2020). Great Writing 1: Great Sentences for Great Paragraphs. Cengage Learning.

13.2 References:

- Material 4: Pearson. (2018). *MyEnglishLab*: Online Interactive Workbook.
<https://myenglishlab.pearson-intl.com/courses/product/1001003>

14. Course Teaching Plan

Session	Content	CLO	Activities
1	Course Introduction Unit 1: Career choices - Vocabulary: Transferable skills - Listening & Speaking: Building rapport	CLO 1.1 CLO 1.2 CLO 1.3 CLO 2.1 CLO 2.2 CLO 2.3 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	- Group discussions: Teacher explains the meaning of key terms related to transferrable skills. - Q&A - Assign homework
2	Unit 1: Career choices - Reading: Organization - Writing: Emails – Introducing yourself; - Sentence writing review	CLO 1.1 CLO 1.2 CLO 2.4 CLO 2.5 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	- Group discussion: Teacher reminds students of some structures for sentence writing and explains the format of formal and informal emails. - Q&A - Assign homework
3	Unit 2: Business sectors Vocabulary: Sectors and industries	CLO 1.1 CLO 1.2	Group discussion: Students watch some videos and discuss options for the given scenarios.

Session	Content	CLO	Activities
	Listening & Speaking: Dealing with interruptions	CLO 1.3 CLO 2.1 CLO 2.2 CLO 2.3 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	- Exercices Students do some listening exercises. - Assign homework
4	Unit 2: Business sectors - Reading: Brands - Writing: Emails – Action points; - Sentence writing review Unit 4: Global Markets - Vocabulary: Global Markets	CLO 1.1 CLO 2.4 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3 CLO 1.3 CLO 2.1	- Group discussion: Brainstorming, Presentation - Q&A - Assign homework
5	Unit 4: Global markets - Listening & Speaking: Managing conversations - Reading: Business strategy - Writing: Letter confirming an order; - Sentence writing review	CLO 1.1 CLO 1.2 CLO 2.2 CLO 2.3	- LMS: Use the glossary to learn new words, Watch some videos to practise listening skill. - Group discussion: Peer feedback Presentation

Session	Content	CLO	Activities
		CLO 2.4 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	● Assign homework
6	+ Revision + Speaking Test	CLO 1.1 CLO 1.2 CLO 1.3	● Q&A: Students review the lessons and do the speaking test as required.
7	Unit 5: Design and innovation • Vocabulary: Technological innovation • Listening & Speaking: Managing information	CLO 1.1 CLO 1.2 CLO 1.3 CLO 2.1 CLO 2.2 CLO 2.3 CLO 2.6	● Group discussion: Students watch a video, discuss in groups, and do some exercises using the words in specific contexts.
8	Unit 5: Design and innovation • Reading: Logistics • Writing: Product review; Paragraph writing review Unit 7: Customer service • Vocabulary: Customer service	CLO 1.1 CLO 1.2 CLO 1.3 CLO 2.1 CLO 2.4 CLO 2.5	● Group discussion: Students watch a video, discuss in groups, and do some exercises using the words in specific contexts. ● Excercies Students do some listening exercises.

Session	Content	CLO	Activities
		CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	● Q&A: Students review the lessons and do the speaking test as required.
9	Unit 7: Customer service • Listening & Speaking: Responding to customer concerns • Reading: Corporate culture • Writing: External 'thank you' email; Paragraph writing review	CLO 1.1 CLO 1.2 CLO 2.2 CLO 2.3 CLO 2.4 CLO 2.5 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	● Group discussion: Students watch a video, discuss in groups, and do some exercises using the words in specific contexts. ● Excercies Students do some listening exercises. ● Q&A: Students review the lessons and do the speaking test as required.
10	Unit 8: Communication • Vocabulary: Face to face • Listening & Speaking: Closing a deal	CLO 1.1 CLO 1.2 CLO 1.3 CLO 2.1 CLO 2.2 CLO 2.3 CLO 2.6	● Group discussion: Students watch a video, discuss in groups, and do some exercises using the words in specific contexts. ● Excercies Students do some listening exercises. ● Q&A: Students review the lessons and do the speaking test as required.

Session	Content	CLO	Activities
		CLO 3.1 CLO 3.2 CLO 3.3	
11	Unit 8: Communication • Reading: Leadership • Writing: Short report; Paragraph writing review Midterm test	CLO 1.1 CLO 1.2 CLO 2.4 CLO 2.5 CLO 2.6 CLO 3.1 CLO 3.2 CLO 3.3	• Group discussion: Students watch a video, discuss in groups, and do some exercises using the words in specific contexts. • Excercies Students do some listening exercises. • Q&A: Students review the lessons and do the speaking test as required.
12	Revision + Speaking Test	All CLO	• Q&A: Students review the lessons and do the speaking test as required.

15. Student Workload:

- Reading the main textbooks and other references as assigned before every class meeting;
- Participating fully and constructively in classroom activities;
- Completing all in-class and homework assignments;
- Participating in group work as required.

16. Assessment Methods:

Students' results accumulate through the following assessment items:

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|---------------------------------------|-----|
| - Class attendance and participation: | 10% |
| - LMS: | 10% |
| - Speaking test: | 15% |
| - Sample Test: | 15% |
| - Final Test: | 50% |