

An Outline for Business English II

Course Title in Chinese: 財金英文

Instructor: 王瀚陞 (email: louis27@alumni.nccu.edu.tw)

Class: (3rd year, EBBA, department of banking and finance)

Classroom: D 306

Date/Time: Friday, 18: 20~21:10

Course Schedule:

Feb. 22: Introduction

Feb. 29: Employee Reviews (L & D); Workbook (Unit 15: Motivation)

Mar. 7: Pooling Resources (L & D); Workbook (Unit 13: Productivity)

Mar. 14: Making a Career Move (L & D); Announcing Change in Job Assignment
(W)

Mar. 21: Shopping Talk (L & D); Workbook (Unit 10: Price)

Mar. 28: Promotional Events (L & D); Workbook (Unit 9: Selling)

Apr. 4: Holiday

Apr. 11: A Big Biz Trip (L & D); Writing the Classifieds (W)

Apr. 18: Polite Refusals (L & D); Workbook (Unit 14: Creativity)

Apr. 25: No Mid-term Exam. The Outsourcing Solution (L); Sending Payment (W);
Hidden Commercials (D)

May 2: Job Interview (L & D); Workbook (Unit 8: Job-seeking); Oral Report Begins*

May 9: Our Company Tour (L & D); Resume Bio (W)

May 16: Business Etiquette (L & D); Workbook (Unit 3: Etiquette)

May 23: Home Sweet Loan (L & D); Workbook (Unit 11: Insurance)

May 30: A Successful Sales Call (L & D); Workbook (Unit 12: Service)

Jun. 6: Getting Started (L & D); Workbook (Unit 5: Success)

Jun. 13: Oral Exam

Jun. 20: Oral Exam

Textbooks:

Johnson, Christine. Intelligent Business: A Coursebook. (Pre-Intermediate Level)

Essex: Pearson Education Limited [Longman Publisher], 2006.

Barrall, Irene and Nicholas Barrall. Intelligent Business: A Workbook.

(Pre-Intermediate Level) Essex: Pearson Education Limited [Longman
Publisher], 2006.

Course Description:

1st section: doing exercises in the workbook & revising your previous drafts

2nd section: listening & explanation

3rd section: group discussion & oral presentation & collecting your drafts (15/15/20)

Note: Please hand in hardcopies of your slides (2 slides in an A4 paper) one week prior to your report. Besides, it is ok if you consult books or websites, but please digest the materials and try to come up with your own views on the issues explored (which should take at least 1/4 the length of your presentation) and don't forget to tell us where your information comes from.

Evaluation:

1. Oral Report (30%)
2. Oral Exam (40%)
3. In-class Performance (30%)

Some Notes:

Group Discussion: Use brainstorming skills; take turns being the moderator; each member is required to make contribution to the discussion and is asked to produce his or her own ideas on the topic, though he or she may seek help from the group leader; finally, the drafts submitted should indicate the contribution of each group member.

Oral Report: Come up with your own views on the issues explored.

4 Writing Exercises: Students are expected to make preparation for them.

Oral Exam: Students would have to answer questions concerning their oral report, a topic of their own choice, and a topic out of another three topics assigned by the teacher.