

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2020-2021 FALL**

ENG 101 Academic English I							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Academic English I	ENG 101	1	3	0	0	3	3

Language of Instruction	English
Course Status	Compulsory
Course Level	Freshman/ first year
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer,

Course Objective	
101 is a compulsory course (currently online-due to the pandemic) in which first-year students adapt to basic business language through ESP i.e. English for Specific Purposes. It helps freshmen familiarize with terms, writing and presentation techniques. For this purpose, they are introduced to articles, discussion topics, terms and writing practices by using materials focusing on different language skills. Its aim is to orient the students to express themselves formally and informally, understand and prepare for their department.	

Learning Outcomes
The students who succeeded in this course will be able ; <ul style="list-style-type: none"> ▪ To understand , express and discuss ▪ To explain a problem and provide a solution ▪ To be able to make a presentation online ▪ To be able to use diplomatic formally and informally language in business scenarios. ▪ To make a CV/ resume ▪ Write formal and informal correspondence ▪ Write a report

Course Outline
It aims that students are able to do the above

Weekly Topics and Related Preparation Studies
--

Weeks	Topics	Preparation Studies(input/ outcome)
1	Introduction First impression	Questions/ answer session, Make a survey- personal background Introduction to the course/ class
2	Unit 1 Corporate Culture Work Culture and placement	Discussion- agree disagree- Discussion-Internship Making CV- Terms/ vocabulary Business idiom- understanding and comprehending
3	Unit1 Placement report Case study- Counselling	Answering complains Terminology and vocabulary Listening content Homework
4	Unit 2 Customer Support Customer service and answering the telephone	Business idiom Discussion, critical thinking, learning terms Assignment Business idioms Practice
5	Unit 2 Formal / informal Correspondence Case Study- Cybertartan software Task 1	Types of emails -format of correspondence discussion-advantages / disadvantages Article assessment report example Homework
6	Unit 3 Product and packaging	Article and discussion Note taking/ assessing- reporting format Business idioms product description- reporting style
7	Unit 3 Case study : Big Jack's Pizza Product description	Product description Advantages / disadvantages
8	Discussion on product marketing Task	Write a report on a product/ product description Report writing
9	Unit 4 Careers	Discussion, critical thinking, preparing for an interview Giving/ taking interview based on CV Use CV Homework
10	Unit 4 Career Task	Questions and answer sessions, practice interview make an online interview -record Business idioms
11	Unit 5 Making deals Revision Making proposals	Discussion – format, negotiating Email type-complaint Presentation style Homework

12	Unit 5 Making a proposal practice	Discussion, critical thinking and analysis Example of proposals Homework
13	Unit 5 Case study St John's Beach club Making a memo making a proposal/ memo	Discussion- QS and AS Memo types
14	Unit 7 Mergers and acquisitions Assigning presentations	Discussion, listening Discussing a graph Making presentation practice
15	Unit 8 International trade article 'Pinball wizard Learn from your mistakes'	Discussion on reading PPT presentation task
16	Presentations	PPT presentations assessment

Textbook(s)/References/Materials:

- Textbook : The Business Intermediate

Çalışmalar/Studies	Sayı/no	Katkı Payı Contribution margin
Cv/ Resume	1	10
		20
Active participation in the lesson		
Home work assignments	5	20
Task 1	1	15
Task 2	1	15
PPT presentation	1	20
	Toplam	% 100
Contribution to the Success Grade of Semester Studies		% 60
Contribution of End-of-Term Studies to Success Grade		% 40
	Toplam	% 100

