

OSTİM TECHNICAL UNIVERSITY

ENG 222 COURSE SYLLABUS
2022-2023 SPRING

ENG 222 ESP/BUSINESS ENGLISH							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
English Writing Skills	ENG 222	4	3	1	2	2	4

Language of instruction	English
Course status	Compulsory
Course level	Second year
Learning and teaching techniques	Learner-centered, lecture-discussion, writing & feedback

Course Objective
This course aims to improve students' ability to communicate in English in a wide range of business situations. The course will develop the communication skills students need to succeed in business and will enlarge their knowledge of the business world. Everybody studying this course will become more fluent and confident in using the language of business and should increase their career prospects.
Learning Outcomes
<p>Students who successfully complete this course are expected to...</p> <ul style="list-style-type: none"> • be able to recognize different types of business writing • be able to write business proposals, reports, business research. • utilize different business communication strategies • give a business speech regarding the topics they are given • gain familiarity with multicultural workplace environments and communication within multicultural business atmosphere.

Course Outline

Each week, a different business communication strategy or format will be practiced.

Weekly Topics and Related Preparation Studies

Week	Topic	Preparation studies
Week 1	<ul style="list-style-type: none"> ● Introducing the course outline and objectives. ● Introducing the learners' responsibilities and roles. ● Introduction into Business English 	<ul style="list-style-type: none"> ● Lecture notes ● Online sources/ ppt
Week 2	<ul style="list-style-type: none"> ● Introducing business vocabulary <ul style="list-style-type: none"> → The Working Environment → Management Styles 1 ● Principles of business writing ● Business proposals and report ● CV Writing ● Letters ● Memos and e-mail 	<ul style="list-style-type: none"> ● Lecture notes/ ppt ● The Book <i>Business Vocabulary in Use Advanced</i>, page: 10-14 ● The book <i>Business Communication 7th edition</i>, page: 141-161
Week 3	<ul style="list-style-type: none"> ● Business communication environment ● Goals of business communication ● Patterns of business communication ● The communication process ● Communication Barriers <ul style="list-style-type: none"> ★ Podcast Week: <i>Business in the Community</i>. 	<ul style="list-style-type: none"> ● Lecture notes/ppt ● The book <i>Business Communication 7th edition</i>, page: 114-124 ●
Week 4	<ul style="list-style-type: none"> ● Business Presentation Skills <ul style="list-style-type: none"> → Learning to Relax → Content vs Style → Components of Style → Making the most of your voice 	<ul style="list-style-type: none"> ● Lecture notes/ppt ● The Book <i>From Behind the Desk to the Front of the Stage</i>, page: 13-47
Week 5	<ul style="list-style-type: none"> ● Multicultural and Global Communication <ul style="list-style-type: none"> - Culture in Business - Cultural diversity in the workplace - Corporate Culture ★ TASK 1: Develop a Booklet (Business Booklet) 	<ul style="list-style-type: none"> ● <i>Lecture notes/ppt</i> ● The book <i>Business Communication 7th edition</i>, page: 24-29
Week 6	<ul style="list-style-type: none"> - Multicultural and Global Communication - Multinational and Global Business - Global Communication Strategies 	<ul style="list-style-type: none"> ● Lecture notes/ppt ● Downloaded material

Week 7	<ul style="list-style-type: none"> ● The Human Dimension <ul style="list-style-type: none"> → Team Building → The Right Skills → Equality and Diversity <ul style="list-style-type: none"> ★ Business Presentation ★ Podcast week 	<ul style="list-style-type: none"> ● Lecture notes/ppt ● The Book <i>Business Vocabulary in Use Advanced</i>, page: 26-32
Week 8	<ul style="list-style-type: none"> ● MIDTERM EXAM 	
Week 9	<ul style="list-style-type: none"> ● Technological, Legal and Ethical Considerations <ul style="list-style-type: none"> - Advances and trends in communication technology - Technology and business communication - Legal and ethical issues - Ethical messages 	<ul style="list-style-type: none"> ● <i>Lecture notes/ppt</i> ● The book <i>Business Communication 7th edition</i>, page: 53,54,69
Week 10	<ul style="list-style-type: none"> ● Principles of Business Communication <ul style="list-style-type: none"> → Choosing words → Developing Sentences → Forming paragraphs → Using unbiased language 	<ul style="list-style-type: none"> ● The book <i>Business Communication 7th edition</i>, page: 82-104
Week 11	<ul style="list-style-type: none"> ● Correspondence Applications <ul style="list-style-type: none"> - Positive, Neutral, and Social Business Messages - Persuasive Messages ★ Podcast Week 	<ul style="list-style-type: none"> ● The book <i>Business Communication 7th edition</i>, page: 169-188
Week 12	<ul style="list-style-type: none"> ● Written Report Applications <ul style="list-style-type: none"> - Business report and research writing - Business plan writing 	<ul style="list-style-type: none"> ● The book <i>Business Communication 7th edition</i>, page: 261-264,318.
Week 13	<ul style="list-style-type: none"> ● Oral and Nonverbal Communication <ul style="list-style-type: none"> - Interpersonal communication and teamwork - Oral communication essentials 	<ul style="list-style-type: none"> ● The book <i>Business Communication 7th edition</i>, page: 365-380,420-440
Week 14	<ul style="list-style-type: none"> ● Employment Communication <ul style="list-style-type: none"> - The job search and resume - Analyzing Your Qualifications and Job Preferences - Obtaining Information about Employment Opportunities ★ Podcast Week 	<ul style="list-style-type: none"> ● The book <i>Business Communication 7th edition</i>, page: 455-462
Week 15	<ul style="list-style-type: none"> ● Employment Communication and Interviewing <ul style="list-style-type: none"> - Interviewing for a Job - communication note: Empowerment in the Interview with Your Portfolio - 	<ul style="list-style-type: none"> ● The book <i>Business Communication 7th edition</i>, page: 504,516

Week 16	<ul style="list-style-type: none"> TASK 3: Final Exam 	
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Textbook(s)/References/Materials:
Textbooks: <ul style="list-style-type: none"> • <i>Business Communication 7th edition</i> • <i>From Behind the Desk to the Front of the Stage</i> • <i>Business Vocabulary in Use Advanced</i> Materials: <ul style="list-style-type: none"> • Powerpoint Presentations/online sources/lecture notes/podcasts.

Assessment		
Studies	Number	Contribution margin (%)
Task 1 Midterm	MIDTERM	20
Task 2 presentation	HOMEWORK	20
Task 3 (Final Exam)	FINAL	60
	Total:	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total:	100

ECTS/Workload			
Activities	Number	Duration (Hours)	Total Work load (Hours)
Course Hours	14	3	42
Laboratory			

Application			
Course-specific internship			
Field study			
Study time outside of class	14	1	14
Presentation			
Projects			
Reports			
Homework	3	2	6
Quizzes/Tasks	3	5	15
Total Workload/25:			77/25=(3,08)
ECTS			4

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	be able to recognize different types of business writing					X
LO2	be able to write business proposals, reports, business research.					X
LO3	utilize different business communication strategies					X
LO4	give a business speech regarding the topics they are given					X
LO5	gain familiarity with multicultural workplace environments and communication within multicultural business atmosphere					X

Relationship Between Course Learning Outcomes and Program Competencies							
No	Program Competencies	Learning Outcomes					Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X			3
2	Evaluate, follow, absorb and transfer new information in the field of international trade.	X	X		X	X	4
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X		X	X		3
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.	X	X	X	X	X	5
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X		X	X	4
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.		X	X	X	X	4
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.	X		X			2
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X		X	X		3
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.	X		X	X	X	4
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry	X	X		X	X	4

	out in its field.						
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English.	X	X	X	X	X	5
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	X	X			X	3
13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.	X	X			X	3
Total Effect							47

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/uluslararasi-ticaret-ve-finansman-bolumu-209>
<https://www.ostimteknik.edu.tr/international-trade-and-finance-232>

Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary action.

Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.

Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.

Projects: Not applicable

Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.

Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.