



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

**ENG 102 COURSE SYLLABUS
2022-2023 SPRING**

Instructor:
Email:
Office:
Office hour:

ENG 102 ACADEMIC ENGLISH II							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Academic English II	ENG 102	2	3	0	0	3	3

Language of instruction	English
Course status	Compulsory
Course level	First year
Learning and teaching techniques	Learner-centered, integrated skills, discussion, writing & feedback, case-studies, student presentations

Course Objective
This course aims to improve students' business competence in written and oral business contexts. The course covers business correspondences including writing emails, business letters, memos, resumes and proposals as well as conducting business presentations and meetings via authentic business cases. The course equips students with a range of tools to navigate today's business world successfully.
Learning Outcomes
<p>Upon completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • read and understand business-related English texts, • develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents, • learn to use standard formats, techniques, and documents to gain credibility in business settings, • use communication skills necessary for effective business communication, • produce effective business proposals to analyze, describe, and propose a new idea/product,

- write effective business letters to describe and justify the marketing of an idea/product,
- deliver a professional business presentation to sell an idea/a product and run an effective business meeting,
- use business vocabulary appropriately,
- apply the principles of business ethics,
- be aware of cross-cultural communication

Weekly Topics and Related Preparation Studies		
Week	Topic	Preparation studies
Week 1	<ul style="list-style-type: none"> • Introduction: What is Business English? • Syllabus overview & course objectives 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> ch.1
Week 2	Business Presentation <ul style="list-style-type: none"> • Key elements of business presentations • Differences between academic and business presentation 	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> (ch.10) • <i>Successful Writing at Work</i> p. 627-642
Week 3	Pitching an Idea <ul style="list-style-type: none"> • Selling an Idea • Persuasive Speech 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> p. 76-90 & 151 • Ted Talks
Week 4	Marketing <ul style="list-style-type: none"> • Marketing Strategies • Marketing a new product • The Language of Marketing • Task 1: Presenting a product or service 	<ul style="list-style-type: none"> • <i>Business Vocabulary in Use</i> p. 54-55 • <i>Market Leader</i> Unit 5
Week 5	Work-related Correspondence <ul style="list-style-type: none"> • Business writing style & formats • A formal email writing • Case Study "Make your pitch" 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> ch. 3 • <i>Successful Writing at Work</i> p. 118-124 • <i>Market Leader</i> p. 58-59 (case study)
week 6	Types of Business Letters & Memorandums <ul style="list-style-type: none"> • Inquiry Letters • Special Request Letters • Sales Letters • Memos 	<ul style="list-style-type: none"> • <i>Successful Writing at Work</i> p. 189-192 & 220-226 • <i>Business Communication for Success</i> p. 285-287
Week 7	Effective Employment Correspondence <ul style="list-style-type: none"> • CV Writing Process • Parts of a CV • Cover Letter 	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> ch. 9.6 • <i>Successful Writing at Work</i> p.254-287

Week 8	MIDTERM Exam	
Week 9	Job Interviews <ul style="list-style-type: none"> • How to conduct an interview • How to be interviewed 	<ul style="list-style-type: none"> • <i>Successful Writing at Work</i> p. 288-293 • <i>English for Business Communication</i> ch.11 • <i>Business Communication for Success</i> p.525-530
Week 10	People in Business <ul style="list-style-type: none"> • “Women at Work” • Case Study “Fast Fitness” 	<ul style="list-style-type: none"> • <i>Market Leader Unit 8</i> • Ted Talks
Week 11	Business Meetings <ul style="list-style-type: none"> • Strategies for Effective Meetings • Writing the Minutes 	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> p. 483-485 • <i>Successful Writing at Work</i> p. 103-106 • <i>English for Business Communication</i> p. 196-198
Week 12	Business Ethics <ul style="list-style-type: none"> • Ethics at work • Case Study “Principles or profit?” 	<ul style="list-style-type: none"> • <i>Market Leader Unit 10</i> • Ted Talks
Week 13	Business Proposals <ul style="list-style-type: none"> • Common Proposal Elements • Two Types of Business Proposals 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> p. 132-134 • <i>Business Communication for Success</i> p.293-296
Week 14	Intercultural and International Business Communication <ul style="list-style-type: none"> • The Importance of Cultural Awareness in Business • Case Study “Business Culture Briefing” 	<ul style="list-style-type: none"> • <i>Market Leader 7</i> • Ted Talks
Week 15	Intercultural and International Business Communication <ul style="list-style-type: none"> • Cross Cultural Communication • Case Study “Writing to a Client from a Different Culture” 	<ul style="list-style-type: none"> • <i>Market Leader Unit 7</i> • <i>Successful Writing at Work (case study)</i> p. 176-180
Week 16	FINAL Exam Week	

Textbook(s)/References/Materials:

Textbook:

- No specific course book will be followed. Course materials are to be provided by the course group instructor(s).

References:

- Chan, Mable. *English for Business Communication*. Routledge, 2020.
- Cotton, David, et al. *Market Leader*. Pearson, 2010.
- Kollin, C. Philip. *Successful Writing at Work*. Cengage Learning, 2017.
- Mascull, Bill. *Business Vocabulary in Use*. Cambridge, 2017.
- McLean, Scott. *Business Communication for Success*. Academic Publishing, 2016.

Additional materials:

- Harvard Business Review articles
- Academic Videos (Ted Talks)

Assessment		
Studies		Contribution margin (%)
Task 1:	MIDTERM	20
Task 2: Presentation	PRESENTATION	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	16	3	48
Laboratory			
Application			
Course-specific internship			
Field study			
Study time outside of class	16	1	16
Presentation	1	4	4
Projects			
Reports			
Homework	2	3	6
Quizzes/Tasks	2	3	6
Total Workload/25:			(80/25 = 3.2)
ECTS			3

Relationship Between Course Learning Outcomes and Program Competencies

No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
L01	Read and understand business-related English texts,					X
L02	Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents					X
L03	Learn to use standard formats, techniques, and documents to gain credibility in business settings					X
L04	Use communication skills necessary for effective business communication,					X
L05	Produce effective business proposals to analyze, describe, and propose a new idea/product,					X
L06	Write effective business letters to describe and justify the marketing of an idea/product,					X
L07	Deliver a professional business presentation to sell an idea/a product and run an effective business meeting					X
L08	Use business vocabulary appropriately,					X
L09	Apply the principles of business ethics,					X
L010	Be aware of cross-cultural communication					X

Relationship Between Course Learning Outcomes and Program Competencies												
No	Program Competencies	Learning Outcomes										Total Effect (1-5)
		1	2	3	4	5	6	7	8	9	10	
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			X	X				5
2	Evaluate, follow, absorb and transfer new information in the field of international trade.				X	X	X		X		X	5
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X		X	X		X	X				5
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.		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				X	5
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		X				5
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			X		X		X	5
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X			X	X	X				X	5
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		X			5
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.	X	X			X	X		X			5
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	X	X					5
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	X			X		5
Total Effect											65	

ATTENDANCE

The course requires regular attendance and active participation. Minimum required attendance is 70% for all class sessions per semester, which makes up 13 hours of absence at most. You will get a

"NA" grade if you exceed this limit. A student who does not fulfill the requirement for attendance is not allowed to take the final exam for the semester concerned and is to repeat the course.

It is your own responsibility to catch up with the class and to make up for any work done during your absence. Missing the class does not excuse you from not turning in assignments. You will not be given a make-up if you miss any in-class graded task without a medical report.

ACADEMIC INTEGRITY

It is the responsibility of students to avoid unethical practices. Cheating during the exams or presenting someone else's work as yours (plagiarism) will not be tolerated under any circumstances. If turnitin.com detects plagiarism in your work, you will be penalized based on the plagiarism policy and disciplinary action will be taken against any student. If you, for any reason, fail to upload your assignment to turnitin, it will not be graded, and you will receive a zero for this assignment.

EXAM

Students who miss an exam will not be given a make-up exam unless they submit an approved medical report or any other official document proving their excuse.

LATE ASSIGNMENT POLICY

All assignments (e.g. papers, presentations, etc.) are expected to be submitted on time. Be sure to pay close attention to deadlines—tasks that are completed after the due date will be deducted points for each day/week late. Tasks that are 1 day late will be deducted 15 points and tasks that are 2 days late will be deducted 30 points. Tasks(papers) that are submitted more than 2 days after the scheduled due date will receive an automatic grade of "0". It is the responsibility of the student to ensure that tasks are submitted appropriately.

- ★ All materials, assignments, and deadlines are subject to change. It is your responsibility to read the course announcements regularly to be aware of any changes or updates in the course.