Language Institute Thammasat University
EL 221 Communicative Business English 1
Course Syllabus Semester 1/2023

Course Description

Development of international communicative business English. Improvement of fluency and accuracy in listening, speaking, reading and writing. Use of business related vocabulary. Application of existing business knowledge and theories in assignment completion.

Course Objectives and Learning Outcomes (COLOs)

Objective 1: To fluently and professionally use English for business conversations and presentations
Learning Outcome 1.1: Take part in discussing problems, reasons and a problem-solving project through active listening and participatory speaking **Learning Outcome 1.2:** Present and pitch a product or service fluently and professionally **Learning Outcome 1.3:** Improve English pronunciation and reading skills
Objective 2: To read and write work-related media fluently and accurately
Learning Outcome 2.1: Write an informative email to provide a solution to work-related issues for public, using correct grammar and appropriate vocabulary **Learning Outcome 2.2:** Read texts in a business context to understand the workplace situation, issues and business vocabulary

Course Contents

The course contents include four skills of English: listening, speaking, reading and writing skills, with an emphasis on key business-related issues, i.e. communication in an organisation, a job search, brands and business strategies. Using business English in terms of business vocabulary, international corporate cultures and business documents is also focused in order to help students transfer their basic communicative English to English for business purposes.

Course Materials

Business partner B1+ (2018)
By Iwonna Dubicka, Margaret O'Keeffe, Bob Dignan, Mike Hogan,& Lizzie Write
Pearson Education Limited.

Suggested readings

Business English Online: http://www.businessenglishonline.net/business-2/resources/videos/
British Council Business English: https://learnenglish.britishcouncil.org/business-english
English Media Lab (Business English): http://www.englishmedialab.com/business.htmlLanguage Institute

Course evaluation

|				Grading criteria
Assignment 1 (Advice email)	15	points		A = 85% and above
				B+ = 80% - 84%
Quiz (listening, vocabulary, functional language, reading progress texts)	25	points		B = 75% - 79%
				C+ = 70% - 74%
(In-class) Assignment 2 (Reporting reasons and results)	20	points		C = 65% - 69%
				D+ = 60% - 64%
Assignment 3 (A product presentation)	20	points		D = 50% - 59%
Assignment 4 (Reading progress)	20	points		F = Below 50%
Total	**100**	**points**		
All assignments are to be submitted on time. Late submission in any cases will affect students' participation in terms of point deduction.				

Instructor, time and venue

Section/Group	Day	Time	Room	Instructor
450001	Tuesday	13.30-16.30	LI 201	Ajarn Pierre Beaulne pierre.b@litu.tu.ac.th
450002	Tuesday	13.30-16.30	LI 202	Dr. Nantikarn Simasangyaporn nantikarn.s@litu.tu.ac.th
540001	Thursday	13.30-16.30	LI 211	Asst. Prof. Dr. Monnipha Somphong monnipha.s@litu.tu.ac.th
820001	Monday	13.30-16.30	LI 210	Asst. Prof. Dr. Monnipha Somphong monnipha.s@litu.tu.ac.th
820002	Monday	13.30-16.30	SC2-205	Asst. Prof. Dr. Attapol Khamkhien attapol.k@litu.tu.ac.th
820003	Monday	13.30-16.30	SC2-206	Dr. Nantikarn Simasangyaporn nantikarn.s@litu.tu.ac.th

820004	Monday	13.30-16.30	SC2-207	Ajarn Pierre Beaulne pierre.b@litu.tu.ac.th
820005	Monday	13.30-16.30	SC2-208	Ajarn Panitnan Sujintavong panitnan.su@gmail.com
820006	Monday	13.30-16.30	SC2-209	Dr. Monthon Kanokpermpoon monthon.k@litu.tu.ac.th
*450001	**Tuesday**	**13.00-16.00**	**LITP 3 C**	**Asst. Prof. Edward B. Geerson** **edward.g@litu.tu.ac.th**
*450002	**Tuesday**	**13.00-16.00**	**LITP 3 E**	**Asst. Prof. Dr. Virasuda Sribayak** **virasuda.s@litu.tu.ac.th**
*540001	**Thursday**	**13.00-16.00**	**LITP 3 E**	**Asst. Prof. Dr. Virasuda Sribayak** **virasuda.s@litu.tu.ac.th**

* Tha Prachan Campus

Assignments

Tasks		What to do	What to submit
Assignment 1 (15%) **Advice email** **COLO: 2.1** **SDG: 4**		Students write an informal email to a friend to ask for advice on career problems. A situation and information which can help them find the solution will be provided. (1 out of 2 readers)	A 150-word email / an electronic paper of 150 words Criteria for grading (15%) 5% - Language use 5% - Content 5% - Organisation/ Coherence
(Role-play) Assignment 2 (20%) **Reporting reasons and results** **COLO: 1.1** **SDG: 4**		Students are required to run a role play (about 5-7 minutes). In a group of three or four, arrange a small meeting to discuss some of the main current problems found in the company (e.g. unhappy customers, unhappy employees, sales failing, etc.). Everyone in the group must share ideas, reasons, solutions and results.	A role-play scenario Criteria for grading (20%) 5% - Delivery (pronunciation + manner of expression) 5% - Language use 5% - Content: giving details of the reasons, solutions and results 5% - Speaking fluency
Assignment 3 (20%) **Trends and innovations presentation** **COLO: 1.2** **SDG: 3, 4, 9**		Before the final week, students form a group of three or four for a business-related presentation. Points will be awarded based on the quality of their presentation. The oral together with PowerPoint presentation should last 10-15 minutes. Instructions: Give an oral presentation about trends and/or an innovative and useful product in response to current business trends.	A group presentation of 10-15 minutes Criteria for grading (20%) 5% - Delivery (pronunciation + manner of expression) 5% - Language use 5% - Topic development (content) 5% - Presentation skills
Assignment 4 (20%) **Reading progress** **COLO: 1.3** **SDG: 4**		Students are assigned to complete four tasks (2 texts -10% before midterm and 2 texts -10% after midterm) provided in reading progress in MS teams.	Tasks (four reading texts) are assigned in the MS teams. Students are encouraged and required to improve their English pronunciation and reading skills throughout the semester. (20% - task completion)

Plagiarism policy

Thammasat University students are required to refrain from any kind of plagiarism, i.e. an act of copying other people's work, such as language, thoughts, or expressions, without crediting the original author(s). Copying any sentences or paragraphs from any sources, e.g. websites, books, etc., and pasting them into their assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade. Please refer to Thammasat University's regulations on students' disciplines here and examination here.

Active Learning Activities

• Student-led learning • Group discussion • Pair work
• Autonomous learning • Oral presentation • Role play

Important dates

Add/Drop period	15 - 28 August 2023
Withdrawal with 'W'	4 September - 22 October 2023
King Rama IV memorial day	13 October 2023
King Rama V memorial day	23 October 2023
TU teacher day	14 September 2023 (morning)
TU graduation day	29 – 30 November 2023

Tentative schedule

Day/time	Learning outcomes/ activities	Topics/ contents
15, 17 August 2023	• Students familiarise with the course and course requirements. • Students use vocabulary related to a range of job roles and responsibilities within a company or organization. • Students identify and use a range of future forms to talk about intentions, plans, arrangements and predictions.	Course Introduction Organisational structure (Units 1.1, 1.2)
21, 22, 24 August 2023	• Students recognise different ways to manage first meetings and can use a range of phrases for greetings, introductions and goodbyes. • Students use a range of questions and responses to make small talk in first meetings. **Assignment** 4 **Reading progress** (10%) **COLO: 1.3** **SDG: 4**	Small talks in business (Units 1.3, 1.4) **Introducing and assigning Reading progress (2 texts)**
28, 29, 31 August 2023	• Students identify organisation of a work-related email and can produce an organised work-related email correspondence. **Assignment 1 Advice email** (15%) **COLO: 2.1** **SDG: 4**	Writing an email (Unit 1.5) **Assigning advice email**

4, 5, 7 September 2023	• Students use vocabulary related to applying for and getting a job. • Students practice writing a covering letter addressing specific information mentioned in a job advertisement.	A job search (Unit 3.1) Writing cover letters (Unit 3.5)
11, 12, 14 September 2023	• Students use a range of direct and indirect questions and phrases for different stages of job interviews.	Job interviews (Unit 3.2, 3.4) **Advice email submission**
18, 19, 21 September 2023	• Students identify different ways to listen actively and use phrases for a range of active listening techniques.	Active listening (Unit 3.3) Business workshop 3 (p.92) **Reading progress submission (2 texts)**
25, 26, 28 September 2023	**Quiz (listening, vocabulary, functional language, reading progress texts)**	Unit review
1 - 8 October 2023	**Midterm Examination**	
9, 10, 12 October 2023	• Students use a range of vocabulary related to marketing and brands. • Students identify and use a range of connectors to link ideas in sentences **Assignment** 4 **Reading progress** (10%) **COLO: 1.3** **SDG: 4**	Branding in business (Units 2.1, 2.2) **Assigning Reading progress (2 texts)**
16, 17, 19 October 2023	• Students recognise different ways to support team colleagues and use a range of phrases for giving and responding to advice. • Students distinguish between formal and semi-formal email.	Supporting teamwork (Unit 2.3) Writing emails (Unit 2.5)
23, 24, 26 October 2023 *(23 Oct -Holiday)*	• Students recognise techniques for beginning a presentation and use a range of signposting phrases to structure a presentation and highlight main ideas.	Making a presentation (Unit 2.4) Business workshop 2 (p.90)
30, 31 Oct – 2 Nov 2023	• Students use common verbs, nouns and adjectives related to business and business strategy. • Students use a range of modal verbs to talk about obligation, prohibition, necessity and recommendation.	Business strategy (Unit 4.1, 4.2)
6, 7, 9 November 2023	• Students identify different ways to deal with problems and can use a range of phrases for offering and asking for help. • Students identify techniques to use in	Problem-solving (Unit 4.3, 4.4) **Reporting reasons and results (role-play)**

	problem-solving meetings and can use a range of phrases for leading and participating in meetings. **(Role-play) Assignment 2 Reporting reasons and results** (20%) **COLO: 1.1** **SDG: 4**	
13, 14, 16 November 2023	• Students write report reasons and results using suitable linking phrases.	Report writing (Unit 4.5) **Assigning product presentation**
20, 21, 23 November 2023	• Students use key information from a text to complete a chart and make choices about company strategy, giving reasons. **Assignment 3 Trends and innovations presentation** (20%) **COLO: 1.2** **SDG: 3, 4, 9**	Business Workshop 4 (p.94) Product presentation review **Reading progress submission (2 texts)**
37, 28, 30 November 2023 *(29-30 Nov- TU graduation day)*		Product presentation Course wrap up **Trends and innovations presentation submission**
6 - 23 Dec 2023	**Final Examination**	