



International Services

COURSE OUTLINE

ESP 200-3

Business English (International)

Fall 2013

Prepared By:

Wallace Krawczyk

Approved By:

Pre-Requisite:

none

Co-Requisite:

none

Note:

One copy of this outline is provided to each registrant in the course. It should be kept secure and retained for possible future use. A charge will be levied for a replacement copy.

1. Course Description

This course is designed to support ESL students concurrently taking business courses. It is designed to re-inforce their use of the vocabulary of the business topics that they are studying in their specialty courses. It is not intended to teach business concepts as such, but some specialized vocabulary (at the level of popular business newspaper articles) may be encountered first in this class. The emphasis is on listening, speaking, reading, and to a lesser extent, writing.

2. Rationale

This course provides ESL students specializing in business studies an opportunity to practice and improve their communicative business English.

3. Prior Learning Assessment

If this course is eligible for Prior Learning Assessment, the candidate should approach the Program Co-ordinator for further information.

This course is eligible for Prior Learning Assessment:

☐ Yes

☒ No

4. Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Demonstrate improved acquisition of the vocabulary of business.
2. Demonstrate improved ability to acquire business information by listening.
3. Demonstrate improved ability to acquire business information by reading.
4. Demonstrate improved ability to impart business information by speaking.
5. Demonstrate improved ability to impart business information by writing.

5. Primary Resources

Textbook: Mascull, Bill, Business Vocabulary in Use. Cambridge University Press, 2002.

6. Supplemental Resources

- References: (1) Mascull, Bill, Keywords in Business. Harper Collins, 1996
(2) The Globe and Mail Report on Business (online edition)

7. Special Equipment or Supplies

None

8. Methodology (Teaching/Learning Methods)

This course will consist of assigned listening and reading experiences under the supervision of the teacher. There will be ample opportunity for in-class language production, mostly oral but also some written. Students are expected to prepare for classes by two hours of self-study between classes.

9. Special Requirements

None

10. Student Evaluation

The minimum passing grade is D. The final grade in this course will be based on oral ability shown in class, class participation, two one-half hour quizzes and a one-hour final exam. Test material will be drawn from the textbook and classroom lessons.

The weighting of marks shall be as follows:

Test 1	20%
Test 2	20%
Oral Ability Shown in Class	10%
Class Participation	10%
Final Exam	<u>40%</u>
Total	100%

Round off mathematical principle will be used. Percentages are converted to letter grades as follows:

<i>Mark</i>	<i>Grade</i>	<i>Grade Point</i>
86 - 100 %	A	4.0
80 - 85 %	A-	3.7
77 - 79 %	B+	3.3
73 - 76 %	B	3.0
70 - 72 %	B-	2.7
67 - 69 %	C+	2.3
63 - 66%	C	2.0
60 - 62%	C-	1.7
50 - 59%	D	1.0
0 - 49%	F	0.0

minimum grade to pass

11. Unit Objectives

Unit 1

Upon successful completion of this unit, the student will be able to appropriately use vocabulary related to:

- 1.1 full-time and part-time employment
- 1.2 kinds of work, names of jobs, nature of specific jobs, quality of work
- 1.3 employee recruitment, job applications, resumes, cover letters, references, shortlist
- 1.4 interviews, language used in job advertisements, skilled and unskilled labour
- 1.5 wages, salary, benefits, remuneration, bonuses
- 1.6 workplace, labour and management, human resources, strikes and other job actions
- 1.7 promotion, demotion, seniority, retirement, downsizing, efficiency, profits
- 1.8 health and safety, harassment, discrimination, affirmative action
- 1.9 management structure, organizational diagram, executives, CEO, COO, CFO

- 1.10 business people, entrepreneurs, startups
- 1.11 business organization, small and medium enterprise, commerce, bureaucracy, private enterprise, state enterprise
- 1.12 self-employment, partnerships, limited liability, non-profit organizations
- 1.13 manufacturing industries, service industries, product development
- 1.14 market research, questionnaires, design, laboratory research, product launches, product recalls
- 1.15 innovation and invention, research and development, patents and intellectual property, copyright, royalties
- 1.16 labour-intensive industry, capital-intensive industry, mass production, CAD/CAM, productivity, industrial capacity

Unit 2

Upon successful completion of this unit, the student will be able to appropriately use vocabulary related to:

- 2.1 materials, components, finished goods, suppliers, outsourcing, subcontracting, warehousing, just-in-time delivery
- 2.2 quality, quality management, TQM, specifications, benchmarks, re-engineering
- 2.3 markets, buyers, sellers, customers, clients, purchasing agents, free market, market reforms, market economy
- 2.4 marketing, market growth, market share
- 2.5 promotion, customer needs, products, packaging, pricing
- 2.6 goods, durables, products, brands, branding, catalogs, product lifecycle, product positioning
- 2.7 prices, price controls, product models, low-end and high-end products, upmarket, downmarket, niche market
- 2.8 wholesalers, retailers, middlemen, distributors, type of retail outlets, shopping centres, shopping malls, direct marketing, telemarketing, call centres

- 2.9 advertising, product promotions, endorsements, sponsorship, special offers, free samples, loyalty cards
- 2.10 the Internet, ISPs, e-commerce, shopping cart, traditional retailing, business-to-business (B2B), business-to-government, call centres, delivery of goods
- 2.11 sales, salesperson, sales staff, sales team, sales forecast, costs, direct costs, fixed costs, variable costs, overhead, selling price, margin, markup, net, gross
- 2.12 profitability, cost per unit, break-even point, loss leader, cash cow, budgets, expenditures, economies of scale
- 2.13 shipping, billing, credit, discount, payment terms, cash flow, debtors, accounts, creditors, accounts receivable, accounts payable, bad debts
- 2.14 assets, current assets, fixed assets, liabilities, current liabilities, balance sheets, goodwill, depreciation, amortization, book value, financial year
- 2.15 accounts, bookkeepers, the bottom line, annual reports, accounting rules, being in the red
- 2.16 capital, raising capital, share capital, loan capital, shareholders, dividends, equity, venture capitalists, principal, interest, bonds, debentures, collateral, leverage
- 2.17 company earnings, retained earnings, cash reserves, acquisitions, debt servicing, debt rescheduling, turnarounds, filing for bankruptcy protection, filing for bankruptcy, receivership

Unit 3

Upon successful completion of this unit, the student will be able to appropriately use vocabulary related to:

- 3.1 holding (in a company), minority holding, majority holding, mergers, takeovers, acquisitions, divestment, restructuring, poison pill, parent company, subsidiaries, conglomerates, friendly bid, hostile bid
- 3.2 personal account, chequing account, joint account, debit card, credit card, in the black, in the red, overdraft, mortgage, bank statement, bank charges, telephone banking, Internet banking, mutual funds, company pension, government pension
- 3.3 financial institutions, Wall Street, Bay Street, investors, speculators, brokers, dealers, traders, stock market, stock exchange, bourse, issue of shares, commercial paper, bonds, currencies, commodities, securities, commodity exchange, futures contract, options, derivatives

- 3.4 market indexes, Dow Jones, NASDAQ, market activity, turnover, blue chips, market capitalization, bull market, bear market, rally
- 3.5 economic indicators, inflation, unemployment, balance of payments, trade balance, trade surplus, trade deficit, economic output, Gross Domestic Product (GDP), Gross National Product (GNP)
- 3.6 idioms related to rise and fall of economic activities, peaks, troughs, boom, bust, stagnation, stagflation, negative growth, recession, depression
- 3.7 “wrongdoing,” corruption, bribery, fraud, embezzlement, counterfeit, forgery, scam, money laundering, racketeering
- 3.8 code of ethics, social responsibility, exploitation, sweatshops, ethical investment, environmental issues
- 3.9 timeframes, schedules, lead time, project management, time management, personal organizers, personal digital assistants (PDAs)
- 3.10 job stress, stress management, burnout, lifestyle, quality of life
- 3.11 leadership, management styles, consensus, top-down approach, consultation, authoritarian styles, empowerment, decision-making, decentralization, bureaucracy, delegation (of authority)
- 3.12 corporate culture, accessibility, approachability, hierarchy, management layers, forms of address
- 3.13 business cards, business suits, casual Fridays, uniforms
- 3.14 business entertaining, hospitality, business lunches, lunch break, punctuality, public holidays, eye contact, greetings
- 3.15 public telephone, payphone, cell phone, cellular phone, pager, videoconferencing, 800-numbers, helpline, hotline, reservations line
- 3.16 keypad, switchboard, busy signal, extension number, transfer, voicemail

Unit 4

Upon successful completion of this unit, the student will be able to appropriately use vocabulary related to:

- 4.1 telephone messages

- 4.2 making arrangements over the telephone
- 4.3 faxes, cover sheets, intended recipient, confidential information
- 4.4 email, reply, reply to all, cc:, bcc:, delete, forward, attach, send
- 4.5 meetings, brainstorming, department meetings, Annual General Meeting (AGM). discussions, digressions, chairperson, “chair,” chairing a meeting
- 4.6 minutes, minute-taking, minute-taker (secretary of a meeting), agenda, matters arising
- 4.7 calling a meeting, opening a meeting, invitations to speak, expressing an opinion
- 4.8 discussion, agreement, disagreement, arguments
- 4.9 interrupting, checking agreement, consensus, compromise, reaching agreement, reaching a consensus, concluding (a meeting)
- 4.10 presentations, press conferences, briefings, seminars, workshops, audience, venue, facilities, visual aids, rehearsal, introduction, outline, questions
- 4.11 timing, voice projection, monotone, audience rapport, audience attention
- 4.12 body language, gestures, mannerisms, summing up, running out of time
- 4.13 negotiations, negotiators, disputes (contract, labour, trade), bargaining (collective, pay, wage), bargaining tactics
- 4.14 bargaining etiquette, negotiating styles, bargaining position, fallback position, negotiating team, representatives (company, labour)
- 4.15 win-win, proposal (offer), counter-proposal (counter-offer), conditional proposal (counter proposal), making concessions, trade-offs, goodwill
- 4.16 confrontation, bargaining power, negotiating from strength (weakness), demands, negotiable, non-negotiable, moderating (demands), adversarial, ultimatums, bluffing, common ground, sticking points
- 4.17 deadlock, stalemate, impasse, mediators, arbitration, deals, contracts