

English for Business Course Outline 2022

Course Description

This course is designed to improve the English competence of young officials/leaders in the business and economics sector via discussion-based classes on topics culminating in a final business project. English for Business will help you improve your language skills with an emphasis in speaking skills. As a business person, this course will help you feel more confident about your English in the role of business and your daily life. Course topics and activities will include market research, hold a meeting, write a business plan, and present a persuasive pitch in English.

Upon completion of this course, you will be able to:

1. demonstrate confidence in impromptu speaking for networking purposes
2. analyze and respond to simulated workplace situations in English
3. use effective verbal and non-verbal communication strategies in meetings
4. identify new key vocabulary, and practice using that new vocabulary in writing and speaking
5. read, watch, and listen to a variety of texts and multimedia sources and demonstrate understanding of these texts through discussion board response and face to face meetings
6. demonstrate ability to present information clearly and concisely

Useful Links

Course website:

<https://sites.google.com/view/veproject-danang2022/english-for-business>

Course Schedule:

https://docs.google.com/document/d/1fNBg85JP30IPsmZ-zR0_wT5a1IQERYZkBIISbT9Uovo/edit?usp=sharing

Learning Topics

Module 1: Networking Communication Skills	
1A: Course Introduction	• Course overview and expectations • Ice breakers
1B: Networking	• Network in English to reach your professional goals • Network in person versus online
1C: Self Introductions	• Build rapport: start a conversation and keep a conversation going • Identify your own unique skills and describe them effectively • Introduce yourself in a less than 1 minute informal presentation and highlight your qualities and company (products and/or services) • Develop impromptu speaking skills • Storytelling skills that can be used in speaking contexts
Module 2: Identifying an Opportunity	
2A: Conducting Market Research	• Conduct informal research - advantages and disadvantages • Conduct formal market research - advantages and disadvantages
2B: Creating Surveys	• Design a survey • Write questions with attention to tone
2C: Market Research Results	• Collect data • Evaluate results • Create infographics
Module 3: Meetings	
3A: Intercultural Communication in the Workplace	• Understand cultural differences • Build intercultural communication competence • Develop verbal and non-verbal strategies

3B: Communication Strategies and Language Matters	- Communicate with people from different cultures - Analyze and respond to simulated workplace situations - Understand the importance and impact of diversity in the workplace
3C: Planning Business Meetings	- Understand the purpose, procedures and roles people play in a business meeting - Chair and participate in meetings
3D: Meeting Strategies and Language	- Review and practice the language used in effective meetings and discussions - Understand and apply discussion strategies in a meeting
Module 4: Persuasive Group Presentation	
4a: Planning and structure	- Review structure and components - Plan an oral presentation: situation, audience and customer analysis - Identify for templates and images
4b: Storytelling and presenting data in presentations	Analyze effective use of rhetoric tools in group presentations
4c: Approach, rhetoric and transitions	- Identify and apply use of transitional phrases - Describe figures and trends
4d: Visuals, verbal and non-verbal delivery skills	- Construct visual aids - Compose verbal and non-verbal communication strategies - Review persuasive techniques and language - Discuss handling questions

Final Project Guidelines

Persuasive Business Presentations

Situation: You will create a **5 - 10 minute** persuasive presentation detailing your plan and pitching your solution to the situation below or an approved situation of your choice. At the end of the presentation, be prepared to answer questions from the audience (**5 - 10 minutes**).

Procedure:

1. Prepare an oral presentation to persuade your intended audience to accept the proposal.
2. Conduct a situation and audience analysis.
3. Plan and develop an outline and powerful visual aids to facilitate the delivery.
4. Each speaker should plan to present for 5 - 7 minutes each.
5. Rehearse your presentation and collect feedback.
6. Deliver your presentation in class and be prepared to answer questions at the end of your presentation.
7. Your presentation will be recorded and uploaded to YouTube for you to review.

Situation: Hotel Promotional Campaign

<https://www.ttrweekly.com/site/2022/06/marriott-to-add-eight-hotels-in-vietnam/>

Offering the most powerful portfolio in the industry, Marriott's 30 brands and 8,000+ properties across 139 countries and territories give people more ways to connect, experience and expand their world.

This year, Marriott International has signed an agreement with Vinpearl, Vietnam's largest hospitality and leisure chain, to convert and develop 2,200 rooms across eight hotels in Vietnam. It will significantly expand the group's portfolio in Vietnam. Of the eight hotels, six are conversions that should join Marriott's system later this year.

One of the conversions is the 200-room and 39-villa **Danang Marriott Resort & Spa** which now flies the Marriott brand flag following the rebranding of Vinpearl Luxury Danang, located on Non Nuoc Beach, close to downtown Danang.

Your group has been asked to initiate a campaign that promotes the newly rebranded hotel and Marriott in Da Nang City. The goal is to raise the public's interest in Marriott's, and your plan could include but is not limited to:

- Promoting the hotel services, amenities, location, etc.
- Helping people understand Marriott's sustainability philosophy,
- Distinguishing the brand from its competitors
- Highlighting the the local culture while respecting the company's ethos and values

Your group will present your ideas to Mr. Gautam Bhandari, the Regional Vice President to Identify and explain the purpose, situation, operation details, highlighting the benefits and contribution of the campaign. Convince him that the campaign is feasible and beneficial to both the company and the customers. Include a brief description of a financial projection and your group's qualifications in your presentation.

Academic Honesty

Plagiarism is an attempt to pass off the work of others (in particular the writing of others) as one's own. The most obvious and blatant type of plagiarism is copying whole articles, sections, paragraphs or whole sentences from other publications without acknowledgement. This is clearly unacceptable.

Even the use of a few words or paraphrasing (without actually copying any words at all) may constitute plagiarism if the source is not acknowledged. Students sometimes unintentionally plagiarize because they are not aware of the very stringent rules that apply. If material is taken from a source, there should be proper quotes and acknowledgements.

Policy on Class Attendance

- Classroom learning is an integral aspect of a student's learning experience and is therefore compulsory. Students may be absent from class due to illness or extenuating circumstances; however, students should understand the consequences of missed classes and that frequent absences may result in not meeting the course objectives.
- Students who attend over **80%** or more of the classes will receive a certificate from the U.S. Department of State
- The top 3 to 5 students will receive a special recognition gift from the U.S. Department of State.
- Students are expected to be punctual for class. Students who have been late (10 minutes) three times will be marked one absence.

Recommended Readings

Abell, A. (2003). *Business grammar, style & usage [electronic resource]: a desk reference for articulate & polished business writing & speaking*. Boston: Aspatore.

Barker, A. (2011). *How to manage meetings*. (2nd ed.). London, England; Philadelphia, PA: Kogan Page.

Barrett, B., & Sharma, Pete. (2010). *Networking in English : Informal communication in business*. Oxford, U.K.: Macmillan.

Booher, D. D. (2012). *Leading effective meetings*. Colleyville, TX: Booher Consultants, Inc.

Carté, P., & Fox, C. (2008). *Bridging the culture gap [electronic resource]: A practical guide to international business communication*. London ; Philadelphia: Kogan Page. (chapter 7: Making yourself understood in English).

Dolan, G., & Naidu, Y. (2013). *Hooked [electronic Resource] : How Leaders Connect, Engage and Inspire with Storytelling*, Milton, Australia: Wiley.

FitzGerald, S. (1999). *The manager's guide to business writing [electronic resource]*. New York: McGraw-Hill.

Forman, J. (2013). *Storytelling in business [electronic resource] : The authentic and fluent organization*. Stanford, Calif.: Stanford Business Books, an imprint of Stanford University Press.

Freed, R. C., Freed, S., & Romano, J. D. (2011). *Writing winning business proposals* (3rd ed.). New York, NY: McGraw Hill.

Gerson, S. J. & Gerson, S. M. (2014). *Technical Communication: Process and Product*. (8th ed.). Boston: Pearson.

Goodman, M. (2013). *Intercultural Communication for Managers* (The Corporate Communication Collection).

Guffey, M. E., & Du-Babcock, B. (2010). *Essentials of business communication* (2nd ed.). Singapore: Cengage Learning.

Harter, L., & Quinlan, M. (2008). Storying Selves in Conventional and Creative Resumes. *Communication Teacher*, 22(3), 76-79.

Hill, M., & Storey, A. (2000). *Speakeasy!: Oral presentation skills in English for academic and professional use*. Hong Kong, China: Hong Kong University Press.

Hofstede, G. H., Hofstede, Gert J. & Minkov, M. (2010). *Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival*. (3rd ed.) New York: McGraw-Hill.

Kirkpatrick, D.L. (2006). *How to conduct productive business meetings: strategies, tips, and tools to ensure your next meeting is well planned and effective*. Alexandria, Va: ASTD Press.

Locker, K. O., & Kaczmarek, S. (2011). *Business communication: Building critical skills* (5th ed.). New York, NY: McGraw-Hill.

Maude, B. (2011). *Managing cross-cultural communication: Principles and practice*. Houndmills, Basingstoke Hampshire; New York: Palgrave Macmillan.

Mina, E. (2002). *The business meetings sourcebook: a practical guide to better meetings and shared decision making*. NetLibrary, Inc. New York: American Management Association.

Morreale, S. P. (2010). *The competent public speaker*. New York, NY: Peter Lang.

Peterson, R., & Dover, H. (2014). Building Student Networks with LinkedIn: The Potential for Connections, Internships, and Jobs. *Marketing Education Review*, 24(1), 15-20.

Thill, J. V. & Bovee, C. L. (2013). *Excellence in business communication* (10th ed.). Boston, MA: Pearson.

Tuleja, E.A. (2009). *Intercultural communication for business*. Mason, OH. USA: South-Western Cengage Learning.

Williams, K. S., Krizan, A. C., Logan, J. P., & Merrier, P. (2011). *Communicating in business* (8th ed.). Boston, MA: Cengage Learning.