

Kainan University: Department of Applied English				
Spring Semester: Academic Year 2005				
Course No. 301221501	Course Title: Business English Conversation A Time: Monday 8:10 – 10:00 Room No: A208	Instructor: Lucy J. Harrison Office No.: AT03 Lucky5@mail.knu.edu.tw	Credits 2	Weekly Periods 2 (1 & 2)
Textbook: Grant, David and Robert McLarty. <u>Business Basics New Edition</u> . Oxford University Press				
Course Description.	This first course in English for Business systematically covers the basic language structures and skills needed for learners to communicate effectively in an international business environment. Learners will be presented with situational contexts mirroring the up to date business world through exposure to real companies, their products, and personnel..			
Course Materials	Textbook; dictionary (print or electronic); A/4 paper			
Grading Criteria	Attendance & Participation 40%; Assignments 40%; Final Presentation 20%			
Week	Unit	Chapter Heading	Communication Skills	
1	3.	Away on Business	Inviting Telephoning 2: Getting through, Making arrangements Ordering in a restaurant; recommending and suggesting	
2		228 Holiday		
3	4.	Meeting People Meeting new people; Visiting a company	Checking expenses; Welcoming visitors; Writing an e-mail of thanks; exchanging diary information.; Reporting on a trip	
4	4	Describing Company Structure	Presentations 2: A tour of your company	
5	5	New Developments Current Activities	Describing Company Projects	
6	5	Company Developments Personal Developments	Presentations 3: Referring to visual aids; exchanging personal news; talking about a trip	
7	6	Arrangements Making arrangements	Making arrangements;	
8	6	Getting Connected; Arranging to Meet	Telephoning 3 – Taking and messages; Making and changing appointments; accepting and refusing; confirming	
9	7	Describing and Comparing Comparisons and contrasts	Comparing lifestyles and routines	
10		Mid-Term Exam Week		
11	7	Describing Products and Services; Evaluating Product	Describing processes; meetings, exchanging opinions	
12	8	Life Stories Success stories; Making money	Describing other people's lives; Interpreting headlines	
13	8	Company History	Presenting the history of a company	
14	9	Dealing with Problems Making Decisions	Arranging a schedule; allocating tasks	
15	9	Thinking Ahead; Complaining and Apologizing	Comparing product features; predicting future events	
16	10	People at Work Suggesting and recommending; responsibilities and regulations	Making suggestions; giving advice	
	10	Checking and Correcting Information	Negotiating prices; clarifying information; letter writing	
18		Presentations		

應英系陳漢昕
籌備處主任