

Kai Nan University				
Department of Applied Foreign Languages				
Fall Semester: Academic Year 2004-05				
Course No. 301221501	Course Title: Business English Conversation A	Instructor: Lucy J. Harrison Office No.: AT03 Lucky5@mail.knu.edu.tw	Credits 2	Weekly Periods 2 (1 & 2)
Time: Tuesdays 8:10 – 10:00		Room No: A615		
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 present in situational contexts mirroring the up to date business world through exposure to real companies (e.g. Swatch, Pizza Hut) and business personalities.			
Course Materials	Textbook; dictionary (print or electronic); A/4 paper On-line Resources: http://www.usg.edu/galileo/internet/business/bizdict.html http://dictionary.cambridge.org/ http://www.oup.com/elt/oald/ http://owl.english.purdue.edu/			
Grading Criteria	Attendance & Participation 40%; Assignments 40%; Mid-Term Exam 10%; Final Exam 10% Subject to change			
Class Etiquette	Please - no cell phones or food. Please be on time. Students who are consistently late or absent for class will lose points. Late homework will not be graded.			
Week	Unit	Chapter Heading	Communication Skills	
1	1	Introductions		
2		Holiday		
3		You and Your Company People in business	Introductions Company profile	
4		Talking about your company	Giving basic personal information; socializing; describing leisure activities	
5		Company Facts and Figures	Company organization Presentations 1: Presenting a company	
7		Mid- Term Exam Week		
8	2	Preparing a Trip Choosing a Hotel	Booking a hotel Making polite requests	
9		Flying Out Arriving	Telephoning 1: Reserving a flight Making polite conversation; socializing	
10	3	Away on Business Finding Your Way	Giving directions; formal and informal letters; advice to travelers	
11		Going Out Eating Out	Inviting Telephoning 2: Getting through Making arrangements Ordering in a restaurant; recommending and suggesting	
12	4	Meeting People Meeting New People	Welcoming visitors	
13		Visiting a Company Describing a Company	Writing an e-mail of thanks; exchanging diary information Presentation 2: A tour of your company	
14	5	New Developments Current Activities	Describing company projects	
15		Company Developments Personal Developments	Presentation 3: Referring to visual aids Exchanging personal news; talking about a trip	
16	6	Arrangements Making Arrangements	Making arrangements	
		Getting Connected Arranging to Meet	Telephoning 3: Taking and leaving messages Making and changing appointments; accepting and refusing; confirming	
18	Presentations			

