

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2020-2021 FALL**

ENG 222							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
English for Business Life	ENG 222	1	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer

Course Objective

ENG 222 is designed for the students whose medium of instruction is English. The aim of the course is to augment and brush up the English skills and knowledge of these students to help them perform better in their business lives. Therefore, this course is planned to enhance students' language skills in English in terms of work place communication skills and help them to activate these skills in their career lives. Students who complete ENG 222 can be successful in business-related environments.

Learning Outcomes

The students who succeeded in this course will be able;

- to enhance their language skills regarding work place communication skills,
- to gain awareness about manners in business environment,
- to develop their 21st century productive skills such as writing e mails regarding business issues, delivering group presentations, preparing business projects.
- to plan and organize meetings,
- to write apology e mails,
- to get familiar with marketing styles and advertising,
- to discuss workplace dilemmas and rules,
- to develop a project to set up a business,
- to present their project both in written and oral form.

Course Outline

In this course, the students are trained to use their learned knowledge and skills in business/professional environment. The emphasis is on how to interact appropriately using formal

vocabulary and register in business-related environments. The students develop their productive skills through group work presentations, discussions, project preparation and raise awareness about meetings. The students get to know how to plan and organize meetings, use suitable language in business-related contexts, develop communicational styles in various cultural settings, apologize for their mistakes, get familiar with marketing styles and advertising, discuss workplace dilemmas and rules, develop a project to set up a business and present the project in oral and written forms and produce business-related documents.

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Writing CV s.	
2	Writing efficient Cover Letters	
3	Rhetorical Appeals	
4	Writing business related e mails	
5	WMOSA	
6	Business Planning/Business Reports	
7	Embracing emotions at work	
8	Midterm week	

9	Being an opportunity maker	
10	The anti-CEO playbook	
11	Beethoven the Businessman	
12	Managing collective creativity	
13	Good leaders make you feel safe	
14	Building a company people enjoy working for	
15	Delivering efficient oral presentations	
16	Final Exam	

Textbook(s)/References/Materials:

- Input materials
- Busines related TED TALKS

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Attendance		
Midterm Exams / Midterm Jury	1	35
General Exam / Final Jury	1	65
	Total	100
Success Grade Contribution of Semester Studies		35
Success Grade Contribution of End of Term		65
	Total	100

Relationship Between Course Learning Outcomes and Program Competencies						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	Writing CV s.					X
2	Writing efficient Cover Letters					X
3	Rhetorical Appeals					X
4	Writing business related e mails					X
5	WMOSA					X
6	Business Planning					X
7	Embracing emotions at work					X
8	Delivering efficient presentations				X	
9	Being an opportunity maker				X	
10	The anti-CEO playbook					X
11	Beethoven the Businessman					X

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homeworks			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
Total Workload	(84/25 = 3,3)		84