

ENG 101 Course Description:

ENG101 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 professional 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 ENG101 can be successful in business-related environments.

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 describe 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.

Course Assessment: (Components)

- I. Business Plan Project:
 - A. Business report: (20%)
 - B. Business Plan Presentation (30%)
 - C. Video Ad (15%)
- II. CV and Cover Letter (10%)
- III. Apology e mail (10%)
- IV. Business Conflict Solutions (15%)

BUSINESS PLAN PROJECT

BUSINESS PLAN PROJECT GUIDELINES

Setting up a Business

Aims: The aim of this task is to help you improve your research, analysis and presentation skills.

Procedure: Follow the steps below to complete your project.

- In this project, you are going to set up a business. Therefore, you should find a sector in which you would like to start up a company.
- You will work in **groups**. Therefore, choose your group members.
- Get together with your group members and discuss how you will set up your business considering the points in the chart below. Try to avoid businesses that are not feasible or too vague / abstract.

Points to consider	Sample Sectors
❖ Name of the company	❖ Airlines
❖ Sector	❖ Automotive
❖ Location	❖ Construction
❖ Capital	❖ Communications/Electronics
❖ Expenditures	❖ Education
❖ Target customer	❖ Entertainment Industry
❖ The number of staff	❖ Food & Beverage
❖ Use of technology	❖ Health
❖ Advertising	❖ Music Production
	❖ Transportation, etc.

➤ The business project will consist of five steps;

- 1. Business Plan/Report:** As the first step of the business project, you and your group members will fill in an outline which provides an overview of the business you have chosen including **general information**. You will also prepare a **business plan** for your business including **vision, mission, objectives, strategies** and **action plan**.
- 2. Advertisement Video:** This step of the project will require shooting an advertisement video of a product/service of your company or the company itself.
- 3. Project Presentation:** The last step of the project is project presentation and you are expected to present your project with your group members in detail.

IMPORTANT REMINDERS:

1. Each step of the project will be explained in detail through task sheets beforehand.
2. Each member of the group is equally responsible for all parts of the project.
3. Make sure to check the assessment criteria for each task beforehand.

1. Business Plan/Report

Aim: The aim of this task is to help you write a clear Business Plan.

A One Page business plan consists of five main elements:

- **Vision:** What are you building?
- **Mission:** Why does this business exist?
- **Objectives:** What results will you measure?
- **Strategy:** How will you build this company?
- **Plans:** What is the work to be done?

2. Advertisement Video

Aim: The aim of this task is to help you shoot an effective and persuasive advertisement video for a product of the business you set up.

Procedure: Since you will work in **groups**, get together with your partner(s) and follow the steps below to create your video.

1. Create an original brand for your product and promote it. The product/service that you will advertise will be **a product/service of the business you have set up for the business project.** You can also shoot **an advertisement video of your company.**
2. List the product's attributes and benefits. These attributes and benefits will form the basis for your advertising message.
3. Create a catchy slogan/message so that your audience can recognize your company and/or product easily. Your slogan needs to be **original and memorable.**
4. Shoot your video, **upload it onto the moddle.**

3. Project Presentation

Aim : The aim of this task is to help you improve your presentation skills on a project in which you set up a business.

Procedure : You will deliver a **PowerPoint Presentation,** giving detailed information about **your business, business plan and future plans for your company.** You will present your project with your group members.

Guidelines : Having completed the **business plan** and **advertisement video** of your business project, it is time to present the project together with your group members.

Regarding the content, you are expected to touch upon the business plan of your project and include **detailed information** about the **vision, mission, objectives, strategies** and **action plan** of your company. You are also expected to include the additional details or any other information relevant to your project.

IMPORTANT REMINDERS:

1. Your group presentation is supposed to take 10 minutes in total.
2. Each member of the group is equally responsible for all parts of the presentation and the workload should be shared equally.
3. In case one of the members is absent, s/he will not be graded; however, the other members have to cover his/her part in the presentation to get the full mark.
4. A student who has not given his/her part of the presentation will get 0 (zero) point.
5. Make sure to check the assessment criteria beforehand.

