



Columbia West College

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Program Syllabus

Business Culture & Communication w/ Practicum Intermediate Level

Class Time	<u>Evening</u> Monday – Friday 6:00 p.m. – 9:40 p.m.
Instructional Mode	Residential training
Prerequisite	Placement by assessment or successful completion of Standard ESL Program Level 3.
Program Objectives	
<p>This program is designed to help students communicate effectively using the English language in a variety of business situations and environments. The course focuses on the development of presentation skills and reinforces business communication skills through relevant grammar, listening, reading, writing, and speaking activities, as well as role plays, and vocabulary and critical thinking exercises. Depending upon their Visa status, students can choose to take this program with or without a practicum.</p>	
Learning Outcomes	<p>After successful completion of this program, students will be able to:</p> <ol style="list-style-type: none"> 1) Use various strategies and skills to take part in meetings, make arrangements over the telephone, manage meetings, make introductions, network, structure and make a presentation, deal with figures, consider options, and negotiate. 2) Identify main ideas and key details of topical business texts related to branding, travel experiences, attitudes toward change in life and in the workplace, status within an organization, advertising, attitudes toward money, cultural awareness in the business, job interviews, the development of international markets, ethics, the qualities of good leaders, and competition. 3) Recognize and use common grammatical structures to write and edit a variety of common business correspondence and reports, including e-mails, action minutes, reports, letters, and presentations. 4) Listen actively to and take notes during interviews and inspirational stories with and from professionals and business experts. 5) Gain confidence in taking part in and managing meetings, and structuring and presenting business-related topics.
Program Length	
<p>The program is divided into 3 modules, and each module is 4 weeks in length. There are two tracks:</p> <ol style="list-style-type: none"> 1) Business Culture and Communication (12 instructional hours per week) 2) Business Culture and Communication with Practicum (18 instructional hours per week) 	
Required Textbooks:	
<p>Cotton, David, David Falvey and Simon Kent. <i>Market Leader Intermediate</i>, 3rd Edition. Harlow: Pearson Longman, 2012. Print.</p> <p>Powell, Mark. <i>Dynamic Presentations</i>. Cambridge: Cambridge University Press, 2011. Print.</p>	
Practicum Textbook:	
<p>Rogers, John. <i>Market Leader Intermediate Business English Practice File</i>, 3rd Edition. Harlow: Pearson Longman, 2010. Print.</p>	

Assessment and Documentation: Your progress will be assessed throughout the twelve weeks of curriculum. You will receive a formal assessment at the end of each four-week module. This assessment will be based on attendance, class participation, and timely completion of class assignments (quizzes, tests, in-class and homework assignments, and any other projects or assignments the instructor has assigned). At the end of each four-week module, you will be provided with an unofficial transcript. Your grades and Grade Point Average (GPA) will be calculated as follows:

Grade	Explanation	Percentage	Grade Point	Advancement
A	Excellent ☺☺☺	90 – 100%	4	Pass
B	Good ☺☺	80 – 89%	3	
C	Satisfactory ☺	70 – 79%	2	
D	Poor ☹	60 – 69%	1	Fail
F	Failing ☹☹	0 – 59%	0	

Your four-week module grade will consist of the following:

Business Culture and Communication	
Type of Assessment	Percentage
Written assignments/Presentations/Quizzes	50%
Homework	25%
Participation	15%
Attendance	10%
Practicum	
Type of Assessment	Percentage
Portfolio	50%
Participation	20%
Self-Assessment	10%
Peer Assessment	10%
Attendance	10%

Attendance: Please come to class on time and return from breaks on time. If you miss more than 20% of your program, you **cannot** pass this class. You must attend at least 80% of all classes or risk being asked to leave the school (please see Student Handbook for more details). If you come to class late (fewer than 15 minutes) or leave class early (fewer than 15 minutes), you will be marked “tardy.” If you are more than 15 minutes late to class or leave more than 15 minutes early, you will be marked “absent.” Three tardies = one absence.

If you need to miss class, you must inform your teacher as soon as possible. Make-up homework and in-class assignments should be discussed with your teacher. You are expected to get contact information, missing class notes and assignments from your classmates. Quizzes are given on Fridays (unless otherwise specified), so do not be absent on Fridays; no makeup quizzes will be given (except in unforeseen extenuating circumstances, or with advanced notice, and permission from Administration. Please note that you must be achieving SAP in order to be approved for make-up quizzes.)

Satisfactory Academic Progress: Please keep in mind that in order to maintain Satisfactory Academic Progress (SAP), each student at CWC needs to have at least a **2.0 GPA** (Grade Point Average) and a minimum of **80%** cumulative **attendance**.

In class decorum: Out of respect for other students please do not eat anything in class. Please use drinking bottles with sealable, closed lids. Also, please turn off your cell phones during class or put them on “vibrate.” Please do not get up and exit the class during lectures in order to answer the phone (unless it is an emergency), as it is disruptive and disrespectful to the instructor and other students. No cell phone calls should be conducted in the classroom (including during break).

Learning Activities: The class will include direct instruction, in-class written and oral assignments, discussion, movies and short videos, role-playing, and other exercises. You are expected to:

- 1) Attend all classes.
- 2) Actively participate in all class activities.
- 3) Read all assigned material and complete assigned work before each class.
- 4) Successfully complete all assignments (in-class assignments, homework, projects, presentations, quizzes, tests, and any other graded material the instructor assigns).

Class Schedule: Please refer to the CWC curriculum guide that is attached to this syllabus. Instructors will provide students with a specific class schedule, including assignments, due dates, field trips, etc.

ESL Business Program Curriculum: Intermediate Level

Module	Course	Textbook	Week 1	Week 2	Week 3	Week 4
A	Business Culture and Communication	Market Leader Intermediate	Unit 1: Brands	Unit 2: Travel	Unit 3: Change	Unit 4: Organization
		Dynamic Presentations	Units 1: Opening & Closing	Unit 2: Smooth Structure	Unit 3: Voice Power	Unit 3: Voice Power
	Business Practicum	Market Leader Intermediate Practice File	Unit 1: Brands Case Study	Unit 2: Travel Case Study	Unit 3: Change Case Study	Unit 4: Organization Case Study
B	Business Culture And Communication	Market Leader Intermediate	Unit 5: Advertising	Unit 6: Money	Unit 7: Cultures	Unit 8: Human Resources
		Dynamic Presentations	Unit 4: Visual Aids	Unit 5: Facts & Figures	Unit 6: Body Language	Unit 7: Rapport Building
	Business Practicum	Market Leader Intermediate Practice File	Unit 5: Advertising Case Study	Unit 6: Money Case Study	Unit 7: Cultures Case Study	Unit 8: Human Resources Case Study
C	Business Culture And Communication	Market Leader Intermediate	Unit 9: International Markets	Unit 10: Ethics	Unit 11: Leadership	Unit 12: Competition
		Dynamic Presentations	Unit 8: Impact Techniques	Unit 9: Storytelling	Unit 10: Q&A Sessions	Bringing It All Together
	Business Practicum	Market Leader Intermediate Practice File	Unit 9: International Markets Case Study	Unit 10: Ethics Case Study	Unit 11: Leadership Case Study	Unit 12: Competition Case Study

Required Textbooks:

Cotton, David, David Falvey and Simon Kent. *Market Leader Intermediate*, 3rd Edition. Harlow: Pearson Longman, 2012. Print.

Powell, Mark. *Dynamic Presentations*. Cambridge: Cambridge University Press, 2011. Print.

Practicum Textbook:

Rogers, John. *Market Leader Intermediate Business English Practice File*, 3rd Edition. Harlow: Pearson Longman, 2010. Print.