



Columbia West College

3435 Wilshire Blvd., Suite 1700, Los Angeles, CA 90010

Tel: (213) 368-3900 Fax: (213) 368-3903

Website: www.columbiawestcollege.edu Email: info@columbiawestcollege.edu

Course Syllabus

Business Culture & Communication w/ Practicum Upper Intermediate/Advanced 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 4.
Program Objectives	
<p>This program is designed to help students communicate and negotiate effectively using the English language in a variety of business situations and environments. The course focuses on the development of negotiation skills and reinforces these skills through relevant 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 you finish this program, you will be able to:</p> <ol style="list-style-type: none"> 1) Use various strategies and skills to deal with communication breakdowns, brainstorming, networking, negotiating, reaching agreements, building and delivering effective presentations, listening actively, and resolving conflicts. 2) Identify main ideas and key details of topical business texts related to communication, international branding, relationship-building, company success, motivational factors in business, risk, management styles, working in teams, finances, customer service, handling crises, and acquisitions, mergers and joint ventures. 3) Use advanced grammatical structures to write and edit a variety of business correspondence and reports, including e-mails, action minutes, summaries, letters, articles, guidelines, press releases and presentations. 4) Fine tune listening skills to actively listen and take notes during interviews, reports, and talks on a variety of topical business issues, including communication, international marketing, building relationships, success, job satisfaction, risk, management styles, team building, raising finance, customer service, crisis management, and mergers and acquisitions. 5) Identify and apply steps and tactics in a successful presentation including stating your purpose, creating an effective opening, introducing and incorporating visuals, articulating and projecting your voice with appropriate pacing and chunking, applying emphasis, asking rhetorical questions, creating rapport with your audience, using appropriate business terms, clarifying information, and dealing with questions.
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 Upper Intermediate</i>, 3rd Edition. Harlow: Pearson Longman, 2011. Print.</p> <p>Gabrielle, Bruce R. <i>Speaking PowerPoint: The New Language of Business</i>. Sevierville: Insights Publishing, 2010. Print.</p>	
Practicum Textbook	
<p>Rogers, John. <i>Market Leader Upper 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.



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ESL Business Program Curriculum: Upper Intermediate/Advanced Level

Module	Course	Textbook	Week 1	Week 2	Week 3	Week 4
A	Business Culture and Communication	Market Leader Upper Intermediate	Unit 1: Communication	Unit 2: International Marketing	Unit 3: Building Relationships	Unit 4: Success
		Speaking PowerPoint	Section One - Chapter 3: Answer First	Section One - Chapter 4: Above-water Argument	Section One - Chapter 5: Evidence	Section One - Chapter 6: Storyboard
	Business Practicum	Market Leader Upper Intermediate Practice File	Unit 1: Communication Case Study	Unit 2: International Marketing Case Study	Unit 3: Building Relationships Case Study	Unit 4: Success Case Study
B	Business Culture And Communication	Market Leader Upper Intermediate	Unit 5: Job Satisfaction	Unit 6: Risk	Unit 7: Management Styles	Unit 8: Team Building
		Speaking PowerPoint	Section Two - Chapter 7: Slide Title	Section Two - Chapter 8: Chunking	Section Two - Chapter 9: Picture-Superiority	Section Two - Chapter 10: Text
	Business Practicum	Market Leader Upper Intermediate Practice File	Unit 5: Job Satisfaction Case Study	Unit 6: Risk Case Study	Unit 7: Management Styles Case Study	Unit 8: Team Building Case Study
C	Business Culture And Communication	Market Leader Upper Intermediate	Unit 9: Raising Finance	Unit 10: Customer Service	Unit 11: Crisis Management	Unit 12: Mergers & Acquisitions
		Speaking PowerPoint	Section Three - Chapter 11: Color	Section Three - Chapter 12: Picture and Wallpaper	Section Three - Chapter 13: Aesthetics	Section Three - Chapter 14: Charts and Tables
	Business Practicum	Market Leader Upper Intermediate Practice File	Unit 9: Raising Finance Case Study	Unit 10: Customer Service Case Study	Unit 11: Crisis Management Case Study	Unit 12: Mergers & Acquisitions Case Study

Required Textbooks:

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Gabrielle, Bruce R. *Speaking PowerPoint: The New Language of Business*. Sevierville: Insights Publishing, 2010. Print.

Practicum Textbook:

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