



OSTİM TECHNICAL UNIVERSITY
FOREIGN LANGUAGES DEPARTMENT

ENG 102 COURSE SYLLABUS
2022-2023 SPRING

Instructor:
Email:
Office:
Office hour:

ENG 102 ACADEMIC ENGLISH II							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Academic English II	ENG 102	2	3	0	0	3	3

Language of instruction	English
Course status	Compulsory
Course level	First year
Learning and teaching techniques	Learner-centered, integrated skills, discussion, writing & feedback, case-studies, student presentations

Course Objective
This course aims to improve students' business competence in written and oral business contexts. The course covers business correspondences including writing emails, business letters, memos, resumes and proposals as well as conducting business presentations and meetings via authentic business cases. The course equips students with a range of tools to navigate today's business world successfully.
Learning Outcomes

Upon completion of this course, the student will be able to:

- read and understand business-related English texts,
- develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents,
- learn to use standard formats, techniques, and documents to gain credibility in business settings,
- use communication skills necessary for effective business communication,
- produce effective business proposals to analyze, describe, and propose a new idea/product,
- write effective business letters to describe and justify the marketing of an idea/product,
- deliver a professional business presentation to sell an idea/a product and run an effective business meeting,
- use business vocabulary appropriately,
- apply the principles of business ethics,
- be aware of cross cultural communication

Weekly Topics and Related Preparation Studies		
Week	Topic	Preparation studies
Week 1	<ul style="list-style-type: none"> • Introduction: What is Business English? • Syllabus overview & course objectives 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> ch.1
Week 2	Business Presentation <ul style="list-style-type: none"> • Key elements of business presentations • Differences between academic and business presentation 	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> (ch.10) • <i>Successful Writing at Work</i> p. 627-642
Week 3	Pitching an Idea <ul style="list-style-type: none"> • Selling an Idea • Persuasive Speech 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> p. 76-90 & 151 • Ted Talks
Week 4	Marketing <ul style="list-style-type: none"> • Marketing Strategies • Marketing a new product • The Language of Marketing • Task 1: Presenting a product or service 	<ul style="list-style-type: none"> • <i>Business Vocabulary in Use</i> p. 54-55 • <i>Market Leader</i> Unit 5
Week 5	Work-related Correspondence <ul style="list-style-type: none"> • Business writing style & formats • A formal email writing • Case Study "Make your pitch" 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> ch. 3 • <i>Successful Writing at Work</i> p. 118-124 • <i>Market Leader</i> p. 58-59 (case study)

Week 6	Types of Business Letters & Memorandums <ul style="list-style-type: none"> • Inquiry Letters • Special Request Letters • Sales Letters • Memos 	<ul style="list-style-type: none"> • <i>Successful Writing at Work</i> p. 189-192 & 220-226 • <i>Business Communication for Success</i> p. 285-287
Week 7	Effective Employment Correspondence <ul style="list-style-type: none"> • CV Writing Process • Parts of a CV • Cover Letter 	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> ch. 9.6 • <i>Successful Writing at Work</i> p.254-287
Week 8	Job Interviews <ul style="list-style-type: none"> • How to conduct an interview • How to be interviewed • MIDTERM 	<ul style="list-style-type: none"> • <i>Successful Writing at Work</i> p. 288-293 • <i>English for Business Communication</i> ch.11 • <i>Business Communication for Success</i> p.525-530
Week 9	People in Business <ul style="list-style-type: none"> • “Women at Work” • Case Study “Fast Fitness” 	<ul style="list-style-type: none"> • <i>Market Leader Unit 8</i> • Ted Talks
Week 10	Business Meetings <ul style="list-style-type: none"> • Strategies for Effective Meetings • Writing the Minutes 	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> p. 483-485 • <i>Successful Writing at Work</i> p. 103-106 • <i>English for Business Communication</i> p. 196-198
Week 11	Business Ethics <ul style="list-style-type: none"> • Ethics at work • Case Study “Principles or profit?” 	<ul style="list-style-type: none"> • <i>Market Leader Unit 10</i> • Ted Talks
Week 12	Business Proposals <ul style="list-style-type: none"> • Common Proposal Elements • Two Types of Business Proposals 	<ul style="list-style-type: none"> • <i>English for Business Communication</i> p. 132-134 • <i>Business Communication for Success</i> p.293-296
Week 13	Intercultural and International Business Communication <ul style="list-style-type: none"> • The Importance of Cultural Awareness in Business • Case Study “Business Culture Briefing” 	<ul style="list-style-type: none"> • <i>Market Leader 7</i> • Ted Talks
Week 14	Intercultural and International Business Communication <ul style="list-style-type: none"> • Cross Cultural Communication • Case Study “Writing to a Client from a Different Culture” 	<ul style="list-style-type: none"> • <i>Market Leader Unit 7</i> • <i>Successful Writing at Work (case study)</i> p. 176-180
Week 15	<ul style="list-style-type: none"> • Exam Week 	

Textbook(s)/References/Materials:
<p>Textbook:</p> <ul style="list-style-type: none"> No specific course book will be followed. Course materials are to be provided by the course group instructor(s). <p>References:</p> <ul style="list-style-type: none"> Chan, Mable. <i>English for Business Communication</i>. Routledge, 2020. Cotton, David, et al. <i>Market Leader</i>. Pearson, 2010. Kollin, C. Philip. <i>Successful Writing at Work</i>. Cengage Learning, 2017. Mascull, Bill. <i>Business Vocabulary in Use</i>. Cambridge, 2017. McLean, Scott. <i>Business Communication for Success</i>. Academic Publishing, 2016. <p>Additional materials:</p> <ul style="list-style-type: none"> Harvard Business Review articles Academic Videos (Ted Talks)

Assessment		
Studies		Contribution margin (%)
Task 1: Midterm Exam	MIDTERM	20
Task 2: Presentation (Presenting a product or service)	PRESENTATION	20
Task 3: Final Exam	FINAL	60
	Total:	100
Success Grade Contribution of Semester Studies		60
Success Grade Contribution of End of Term		40
	Total:	100

ECTS/Workload			
Activities	Number	Duration (Hours)	Total Work load (Hours)
Course Hours	14	3	42

Laboratory			
Application			
Course-specific internship			
Field study			
Study time outside of class	14	1	14
Presentation	1	4	4
Projects			
Reports			
Homework	2	3	6
Quizzes/Tasks	2	3	6
Total Workload:			72