

# Introduction to Business English (14 weeks x 100-minute periods)

## Course Description

This task-based course simulates the experience of working in an English-speaking company. In this course, students brainstorm new product ideas, pitch their ideas within the company, perform market research, design an ad campaign, and participate in a job interview.

The course starts with quite easy tasks, but quickly builds toward more challenging projects. Students must work in small teams to complete these projects, while taking turns being the project manager for their team. Active participation in English is required.

Students should expect to do 60-90 minutes of preparation work outside of class each week, and also to attend class actively and regularly.

## Course Objectives

The primary goal of this course is to increase students' communicative confidence and to develop their general fluency in using English. A secondary goal is to develop practical work-related skills such as working in teams, giving presentations, preparing written reports and handouts, and more. Another secondary goal is to develop workplace-related vocabulary, expressions, and general pragmatic awareness.

## Textbook

*Widgets: A task-based course in workplace English.* (2018, Atama-ii Books). Authors: Marcos Benevides and Chris Valvona. ISBN: 9781941140000. Distributor: englishbooks.jp

## Schedule

Day 1: Stage 1 (Company orientation) - Student Book p. 2-7

Day 2: Stage 1 (Company orientation) - SB p. 8-11; HW: read p.13-14, think of ideas p.14 (D)

Day 3: Stage 2 (About R&D) - SB p.12-17; HW: problems and solutions list on p. 17

Day 4: Stage 2 (Brainstorming) - SB p.18-25; HW: finish proposal and elevator pitch

Day 5: Stage 3 (SWOT Analysis)- SB p.26-31; HW: complete the table on p.32 (A)

Day 6: Stage 3 (Task Prep) SB p.32-37; HW: complete product memo and prepare poster

Day 7: Stage 3 (Poster Presentation) SB p.38 - in-class poster presentation; HW: read p.41

Day 8: Stage 4 (About Market Research) SB p.40-47; HW: conduct focus group or survey

Day 9: Stage 4 (Data Analysis) SB p.48-53 - analyze, prepare report; HW: finish report, read p.57

Day 10: Stage 5 (About Adverts)- SB p.56-62; HW: prepare several types of ad for the product

Day 11: Stage 5 (Prepare video commercial) SB p.62-69; HW: finish video commercial

Day 12: Stage 5 (Ad Campaign Presentation) SB p.70 in-class presentation; HW: read/complete p.74

Day 13: Stage 6 (Write a Resume) SB p. 75-79; HW: complete a resume and cover letter

Day 14: Stage 6 (Job Interviews) SB p. 80-82 - in-class job interviews

## Assessment

Stage 2: Product proposal, video pitch..... (15%)

Stage 3: Product memo, poster presentation..... (15%)

Stage 4: Marketing report, focus group..... (20%)

Stage 5: Ad campaign, ad presentation..... (20%)

Stage 6: Resume, in-class job interview..... (15%)

Active participation..... (15%)

## Notes

- This course simulates the practical experience of working in an English-speaking company. Therefore, students will be graded partly on how well they try to meet appropriate professional norms.
- In-class participation and out-of-class preparation are both required to do well in this course. Students who are often absent, or who refuse to participate in class, may find it difficult to pass.
- Each student must schedule a one-on-one interview with the teacher after they have been project manager for their team. Normally this will be done outside of class time.