



# Columbia West College

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## Course Syllabus

# Business Culture & Communication w/ Practicum Introductory Level

<b>Class Time</b>	<u>Evening</u> Monday – Friday 6:00 p.m. – 9:40 p.m.
<b>Instructional Mode</b>	Residential training
<b>Prerequisite</b>	Placement by assessment or successful completion of Standard ESL Program Level 2.
<b>Program Objectives</b>	
<p>This program is designed to prepare students to transition into a career in business, and to provide those who require the use of English in their current profession with the basic language resources necessary to communicate in a variety of business situations. Students will develop vocabulary, oral, written, general communication, and critical thinking skills through presentations, written assignments, reading and listening activities, case study analyses, role plays, and in-class discussions. Depending upon their Visa status, students can choose to take this program with or without a practicum.</p>	
<b>Learning Outcomes</b>	<p>After successful completion of this program, students will be able to:</p> <ol style="list-style-type: none"> <li>1) Use various strategies and skills to deal with making contact and exchanging information by phone, professional socializing and entertaining, greetings, engaging in small talk, presenting a company and products, using numbers, participating in meetings, clarifying and interrupting, presenting ideas, negotiating, reaching agreement, managing people and conflict, and taking and relaying messages.</li> <li>2) Identify main ideas and key details of topical business texts related to careers, companies, selling, innovative ideas, work stress, corporate entertaining, business sectors, marketing, planning, products, conflict, and people management.</li> <li>3) Define and use a variety of relevant vocabulary words and expressions, identify and contextually analyze the vocabulary in authentic sources such as business magazines, professional journals and educational books, and practice using the new vocabulary in writing and speech.</li> <li>4) Use basic grammatical structures to write and edit a variety of common business correspondence and reports, including e-mails, proposals and formal letters.</li> <li>5) Listen actively to and take notes during interviews with professionals and business experts.</li> <li>6) Gain confidence in participating in discussion, meetings, negotiations and presentations over a variety of business-related topics and within common situations.</li> </ol>
<b>Program Length</b>	
<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"> <li>1) Business Culture and Communication (12 instructional hours per week)</li> <li>2) Business Culture and Communication with Practicum (18 instructional hours per week)</li> </ol>	
<b>Required Textbooks</b>	
<p>Cotton, David, David Falvey and Simon Kent. <i>Market Leader Pre-intermediate</i>, 3<sup>rd</sup> Edition. Harlow: Pearson Longman, 2012. Print.  Mascull, Bill. <i>Business Vocabulary in Use Elementary to Pre-intermediate</i>, 2<sup>nd</sup> Edition. Cambridge: Cambridge University Press, 2010. Print.</p>	
<b>Practicum Textbook</b>	
<p>Rogers, John. <i>Market Leader Pre-intermediate Business English Practice File</i>, 3<sup>rd</sup> Edition. Harlow: Pearson Longman, 2012. 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: Introductory Level

Module	Course	Textbook	Week 1	Week 2	Week 3	Week 4
A	Business Culture and Communication	<b>Market Leader Pre-intermediate</b>	Unit 1: Careers	Unit 2: Companies	Unit 3: Selling	Unit 4: Great Ideas
		<b>Business Vocabulary in Use Elementary to Pre-intermediate</b>	Units 1-5, 45	Units 54-58	Units 23-28	Units 50 - 53
	Business Practicum	<b>Market Leader Pre-intermediate Practice File</b>	Unit 1: Careers Case Study	Unit 2: Companies Case Study	Unit 3: Selling Case Study	Unit 4: Great Ideas Case Study
B	Business Culture And Communication	<b>Market Leader Pre-intermediate</b>	Unit 5: Stress	Unit 6: Entertaining	Unit 7: New Business	Unit 8: Marketing
		<b>Business Vocabulary in Use Elementary to Pre-intermediate</b>	Units 8-9, 29-30	Units 6-7, 42-44	Units 16-22	Units 46-49
	Business Practicum	<b>Market Leader Pre-intermediate Practice File</b>	Unit 5: Stress Case Study	Unit 6: Entertaining Case Study	Unit 7: New Business Case Study	Unit 8: Marketing Case Study
C	Business Culture And Communication	<b>Market Leader Pre-intermediate</b>	Unit 9: Planning	Unit 10: Managing People	Unit 11: Conflict	Unit 12: Products
		<b>Business Vocabulary in Use Elementary to Pre-intermediate</b>	Units 31-32, 59-62	Units 10-15	Units 33-34, 38-41	Units 35-37
	Business Practicum	<b>Market Leader Pre-intermediate Practice File</b>	Unit 9: Planning Case Study	Unit 10: Managing People Case Study	Unit 11: Conflict Case Study	Unit 12: Products Case Study
<p><b>Required Textbooks:</b>            Cotton, David, David Falvey and Simon Kent. <i>Market Leader Pre-intermediate</i>, 3<sup>rd</sup> Edition. Harlow: Pearson Longman, 2012. Print.            Mascull, Bill. <i>Business Vocabulary in Use Elementary to Pre-intermediate</i>, 2<sup>nd</sup> Edition. Cambridge: Cambridge University Press, 2010. Print.</p> <p><b>Practicum Textbook:</b>            Rogers, John. <i>Market Leader Pre-intermediate Business English Practice File</i>, 3<sup>rd</sup> Edition. Harlow: Pearson Longman, 2012. Print.</p>						