

MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF  
KAZAKHSTAN



SATBAYEV  
UNIVERSITY

APPROVED  
Head of the Department

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Name  
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SYLLABUS

CODE  
(Intermediate Business English)

6 Number of credits

Semester: spring, 2019-2020 academic year

Almaty, 2020

**Satbayev University  
Institute of General Education  
English Language Department**

**1. Information about instructors:**

**Assistant professor**  
Saule A. Yeshengazina  
Office hours: TBD  
Office: #413 Main building  
Email: s.eshengazina@gmail.com

**2. The purpose of the course** is to help students acquire a higher proficiency level and be effective and efficient in their current academic studies.

**3. Course description:**

The course is focused on developing reading, writing, listening and speaking skills, as well as encouraging learners to apply various approaches to deal with new vocabulary, further improve grammatical skills, foster critical thinking and independent study.

**Learning Outcomes**

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

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

**In Listening**

- identify general messages and specific details in a variety of oral presentations on a range of business topics and take notes using appropriate vocabulary;
- summarise extracts from news items, interviews or documentaries containing opinions, argument, and discussion;
- take notes of essential business-related input information;

**In Reading**

- scan complex texts for essential meanings;
- interpret the text for attitudes and styles,
- to deduce meanings from the context;
- acquire business vocabulary;

**In Writing**

- use the stages of the writing process (e.g. prewriting, drafting, revising, editing, and publishing) for writing emails and business letters;
- write straightforward and fact-based ( business letters);
- write business letters, emails with a higher degree of grammatical accuracy, using business vocabulary.

**In Speaking**

- make presentations on course-related topics using a diverse range of resources;
- account for and sustain an opinion in pair or group discussions, by providing relevant explanations and argument, explain a viewpoint on a topical issue;
- interact with some degree of fluency and spontaneity with near-native speakers;

**Integrated skills:**

- to apply the knowledge of the language system, to develop social competence skills, to form behavioural stereotypes and professional skills necessary for successive social adaptation of graduates.

**Research skills:**

- use skills in independent research to gather and collate information (e.g. in the library and community);
- work on project tasks both independently and collaboratively

**4. Course pre-requisites:**

- ✓ Academic English / Level B1/IELTS 5.0

**5. Course post-requisites:**

- ✓ Business English/ Level B2/ IELTS 6.0

**6. Literature:**

Required	Supplementary
[1] Cotton D., Falvey D., Kent S. (2010) Intermediate Market leader (ML). Business English Course book. 3ed. Pearson Education Limited.	[3] Mascull B. (2010) Business English Vocabulary in Use. Intermediate. Cambridge University Press, 2 <sup>nd</sup> edition, 2010.
[2] Rogers J. (2010) Intermediate Market leader. Business English Practice file (PF). 3ed. Pearson Education Limited.	[4] Mann M., Taylore-Knowles S. (2007) Destination B1 Grammar and Vocabulary. Macmillan Education.
Business Correspondence <a href="http://www.business-in-box.org">http://www.business-in-box.org</a>	Business Week. Weekly issues <a href="http://www.businessweek.com">http://www.businessweek.com</a> Business review weekly. <a href="http://www.brw.com.au">http://www.brw.com.au</a>

**7. Course calendar**

Week	Units M.L. course book	In-class study				Student independent study
		Listening	Reading	Speaking	Writing	SIS ML Practice File
1	Travel	Orientation week		What do you do? Communication game.	Presentation: Business in a box.	
2-3		Listening for gist. Note-taking	Reading to identify attitudes.	Discussion of travelling choices and	1. Telephoning: making arrangements.	PF Unit 2 p. 8-11

		tips and practice. p. 16 A-D	p.16-17 A-C Post-reading ex. Talking about the future p.18.	new vocabulary practice. p. 14-15 A-D	Role-play. p.19 A-D. 2. Case study p.20-22. Writing an email.	
4-5	Cultures	Cultural awareness. Understand ing specific information Gap completion. p. 66-67 Idioms p. 68	Understand ing opinions p. 69 Post- reading; Modal verbs: advice, obligation, necessity p.70.	1.Social English p.71 A-G Meeting people first time. 2. Case study. Business culture briefing. Informal presentations. p. 72-73	Case study p.73 Reading, discussion, presentation of ideas. Writing a business report. Sample report p.130	Unit 7 p.28-31
6-7	Human Resource s	Listening for new vocabulary and pronunciatio n 74-75, A- C Note-taking practice p.79 B-D	Understandi ng facts 76-77 Post-reading -Ing forms and infinitives p.78	Telephone conversation. Getting information on the telephone.p. 79. Role play	Case study p.80- 81 Writing CV and cover letter Handouts.	Unit 8 p. 62-63
8						
9-10	Advertisi ng	Note-taking practice. Short answers. p. 47, 49 A-D	Scanning and skimming. p. 46-47 Handouts. Post-reding Articles p. 48	1. Discussion + new vocab. p.44 -45 2. Presentations: structure, opening, signposting. p.49 +Handouts	Case study. Alpha advertising. Summary writing practice. P. 50-51	Unit 5 p.20-23
11-12	Internati onal markets	Listening for definitions and reasons p. 82-83 A-C	84-85 Conditionals p.86. Handouts.	Language of Negotiations. P.87-88 Case study. Role play p. 89.	Writing an email. p.88.	Unit 9 p. 36-37
13-14	Leadersh ip	Understandi ng main and minor points. Note-taking practice. p.	Reading longer and complex text for summary	Discussion of leadership skills p..104 Target vocab. p.105	Writing a business letter	Unit 11 p.44-47

		105 A-C	completion. p. 106-107			
			Relative clauses			
15			<b>End-of-term</b>			
16		<b>Final exam</b>				

## **8. Business English course guidelines:**

**SIS (Student Independent Study)** comprises assignments that will be focused on self-study, including small scale research to foster the students' interest in learning.

In every unit there are Practice File assignments to be done by students on the independent basis. To fulfil them students are supposed to use knowledge and skills acquired in class. The guidelines for SIS performance and evaluation are provided in the respective assignment handouts and are available on the portal. If some problems arise, students are recommended to consult their instructors during office hours.

**SIS Project** tasks are centred on mock Product design and presentation. The students are supposed to work in teams to complete the project tasks. They are recommended to search for and analyse relevant information to explore the project topic in detail.

The Project guidelines, its parts and stages, and evaluation are available in the relevant files in the portal. Students are advised to read the guidelines carefully and/or consult the teacher on arising issues during the office hours.

**The SIS assignments comprise vocabulary practice, reading, listening and writing tasks.**

**In Reading** the main objectives are:

- To enrich vocabulary
- To further develop skimming and scanning skills
- To develop critical thinking skills

**In listening** the main objectives are:

- To develop students' listening skills
- To improve the students' ability to listen for the gist, for specific information demonstrate critical thinking, to select and analyze source material

**In speaking** the main objectives are:

- To develop speaking skills in business settings: making telephone calls, presentations, taking part in meetings;
- To increase the students' awareness of the business culture and communication;
- To improve the students' ability to conduct research through identifying and analyzing source material

**In writing** the main objectives are:

- To develop business letter writing skills
- To develop the students' ability to organize a business report and emails according to the required layout and style.
- To develop the students' ability to apply appropriate language means for writing accurately and analytically.

## **9. COURSE EVALUATION**

<i>Attestation period I (30%)</i>		<i>Attestation period II (30%)</i>		<i>Examination (40%)</i>		
In-class assessment	<b>10%</b>	In-class assessment	<b>10%</b>	<b>Listening</b>	<b>10%</b>	
Homework (T/SIS)	<b>10%</b>	Homework (T/SIS)	<b>10%</b>		<b>Reading</b>	<b>10%</b>
<b>Mid-term assessment</b>	<b>10%</b>	<b>End-of-term assessment</b>	<b>10%</b>		<b>Writing</b>	<b>10%</b>
					<b>Speaking</b>	<b>10%</b>
<b>Total</b>	<b>30%</b>	<b>Total</b>	<b>30%</b>			
<b>Gross Total</b>	<b>100</b>					

*\*Students who get more points than the required maximum for in-class, SIS, mid-term and final testing are awarded bonus points in the amount exceeded.*

### **9. Formal paper submission policy:**

All formal papers must be submitted at the beginning of class on the day they are due. PAPERS THAT DO NOT MEET THE DEADLINES ARE NOT ACCEPTED!!!

### **10. Attendance policy:**

- ✓ Attendance is mandatory. Students will be penalized for missing more than 10% of classes. 20% of classes missed without good reason will result in course failure. Students must participate fully in every class.
- ✓ Students must participate fully in every class. While attendance is crucial, merely being in class does not constitute “participation”. Participation means coming to class prepared to learn, ask questions and interact, practise with the exercises provided by the course book, take part in discussions and debates.
- ✓ Students must come to class on time.

### **11. Academic Policy:**

- ✓ Cheating, duplication, falsification of data, plagiarism are not permitted under any circumstances.
- ✓ Students are to take responsibility for making up any work missed.
- ✓ Mobile phones must always be switched off in class.
- ✓ Students should always be appropriately dressed (in a formal/semi-formal style).
- ✓ A student must earn not less than 30 points in the two attestation periods. If the sum of the two attestation scores is less than 30 points, the student gets the unsatisfactory mark “Fail” (F) and will not be admitted to the final examination.
- ✓ The final exam score must be not less than 20 points. If the student earns less than 20 points, the student gets the unsatisfactory mark “Fail” (F).

**Course / syllabus designer: Assistant professor Saule Yeshengazina**