2018 Summer Institute
Office of International Initiatives / Georgia State University

AL 2290: Special Topics / Business English (CRN 52560)
July 5-26, 2018

Instructor: Ms. Sharon Cavusgil
Office: Department of Applied Linguistics & ESL, 25 Park Place, 15th Floor
Phone: 404-413-5183
E-mail: scavusgil@gsu.edu
Time: Monday-Friday (July 5-26), 2:00-4:20 p.m.
Classroom: 415-Langdale Hall

1. COURSE DESCRIPTION
AL 2290: Business English is designed to improve your English communication skills in a business context. Instruction and activities will focus primarily on writing, speaking, and listening.

In this course, you will:
- participate in conversations, interviews, and discussions and prepare and give oral presentations to help you improve your speaking effectiveness and confidence in English
- participate in activities that allow you to use business vocabulary and phrases appropriately
- analyze and write common business genre (such as brief executive summaries, reports, professional memorandums, letters, and email)
- discuss and practice composing effective, informative and positive messages
- analyze and discuss effective communication across cultures
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- write in-class journaling and a reflection report about your experiences
- Grammar instruction will be included as needed.

2. LEARNING OUTCOMES
Specific learning outcomes for this course include the following:
- Consider audience, purpose, organization, style, flow, and presentation when writing and giving oral presentations
- Develop skills for gathering and organizing ideas (e.g., create an outline, draft a proposal, write oral presentation notes)
- Increase your understanding of ways to develop and present ideas (e.g., examples, application, analysis of components, important developments)
- Develop strategies for editing your own work (e.g., read “bottom up”, read aloud)
- Develop a clearer understanding of business genres (e.g., mission statement, brief executive summary, memorandums, professional email)
- Compose and edit positive, negative, and persuasive messages
- Apply strategies for international communication success
- Develop writing fluency and critical thinking through journaling
- Improve your oral presentation skills, including your confidence level, non-verbal and verbal communication skills
- Increase knowledge and use of online resources (e.g., lextutor, lexchecker, google scholar)
- Develop business vocabulary and a greater understanding of business collocations
- Improve basic grammar understanding and use

This syllabus is a guide. Changes can be made by the instructor as needed. (6/12/2018)
3. **REQUIRED MATERIALS**
   - a bluebook (This will be provided.)
   - a folder or binder for handouts—bring to class daily
   - a USB flash drive or e-storage system

4. **REFLECTION REPORT**
You will write a reflection report about your experiences at Georgia State University. Your report should include your reflections (thoughts and experiences) on:
   1. living in Atlanta
   2. learning at GSU
   3. suggestions for future students and program administrators

You will submit a draft paper to the instructor for feedback. Your final typed report will be submitted to GSU’s Office of International Initiatives at the end of the program. Information you share will help us understand your experiences and make improvements for the future.

5. **COURSE GRADING**
Your course grade will be computed as follows:

   - Daily assignments (e.g., journaling, reflection report), activities, and participation ................................................................. 30%
   - Written Tasks ........................................................................... 35%
   - Oral Presentation Tasks ............................................................. 35%

Letter grades for this course have the following meanings:

<table>
<thead>
<tr>
<th>Superior</th>
<th>Satisfactory</th>
<th>Needs Improvement (but passing)</th>
<th>Failing</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-93%</td>
<td>C+ 79-78%</td>
<td>D 69-60%</td>
</tr>
<tr>
<td>A-</td>
<td>92-90%</td>
<td>C 77-70%</td>
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<tr>
<td>B</td>
<td>87-83%</td>
<td></td>
<td>F Below 60%</td>
</tr>
<tr>
<td>B-</td>
<td>82-80%</td>
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If you are unable to complete the coursework, please talk with the instructor as soon as possible.

6. **ATTENDANCE**
Attendance is essential for success. The Office of International Initiatives will be notified of any absences. Please talk with the instructor if you are not able to attend class.

7. **ACADEMIC HONESTY & PLAGIARISM**
You must submit your own work and conduct yourself in an honest manner. One aspect of academic honesty is plagiarism. Plagiarism can include one or more of the following situations:
   a. Copying information from another student’s work or from other materials, and submitting that work as your own.
   b. Using other people’s ideas, words, or data without properly documenting or acknowledging the source.
   c. Overusing sources without incorporating your own ideas.

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