

# Business English Reading

## Course Outline

### Course Basic Information

- **Course Name:** Business English Reading
- **Class Hours:** 45
- **Credits:** 3

### Course Objectives and Requirements

#### Course Objectives:

- Expand students' business English vocabulary.
- Focus on reading comprehension.

#### Course Requirements:

- Students must complete all written tests and oral presentations using proper English grammar skills
- Oral presentations must effectively communicate presentation topics.

### Assessment Methods

• Professionalism	10%
○ Attendance	
○ Punctuality	
○ Participation	
○ Timely submission of assignments	
• Written Assignments	25%
• Tests/Quizzes	25%
• Individual Presentations	15%
• Final Exam – Business Plan	<u>25%</u>
Total	100%

### Reference Book

Wang Guang Fu, *English Readings in International Business*, 2<sup>nd</sup> Edition

## Teaching Expectations and Methods

- Lecture and facilitate class discussions on Business English topics that provide students with knowledge about various aspects of Western business culture and history.
- Develop group activities that will increase Business English comprehension and knowledge compelling students to strive for excellence.
- Design assignments and examinations that focus on relevant topics and activities to promote intensive learning.

## Overview of Class Agenda

Session #1: Global Reality

Session #2: The Incredible Shrinking World

Session #3: Time to Rebalance

Session #4: Free Trade

Session #5: The Decade of Steve

Session #6: The Alchemists of Finance

Session #7: Business on the Fringes

Session #8: Global M&A

Session #9: The Business of Making Money

Session #10: Entrepreneurship

Session #11: Developing an Effective Business Model

Session #12: Writing a Business Plan

Session #13: Industry and Competitor Analysis

Session #14: Final Project: Business Plan

Session #15: Final Project: Business Plan