300 English for Business Management (120 hour cycles)*

Prerequisite(s):

English Level 5 or by individual placement through advisement

Textbooks:

W.L. Megginson et al, *Small Business Management: An Entrepreneur's Guidebook*, 4th edition, Irwin McGraw-Hill, 2002 (or comparable text).

Course Description:

In this "English through Business Management" course students develop English language skills and acquire business terminology and common structures used in business settings. Through reading, discussion, and case study analysis, students develop an understanding of the English language usage:

- in small business planning
- marketing and operational strategy development
- legal and financial issues
- day-to-day supervision and control procedures.

This course is not intended to provide instruction which will result in the student's acquisition of occupational skills. Placement assistance by the school is not available for this course.

Course Goals:

This course will develop students':

- knowledge of English Business Management key terms
- knowledge of common problems and concerns for small and large businesses
- oral and written presentation skills

Objectives:

Students will be able to:

- Know and use key small business management terms in English
- Use English to examine and interpret various visual materials including graphs and charts
- Analyze, discuss and write about small business problems in English
- Create a small business plan in English

Student Learning Outcomes:

By the end of the course, students will be able to:

General SLO's:

- Identify key English terms related to small business management;
- analyze and interpret, in English, graphs, charts, and other visual material;
- Read, discuss, and write in English about cases illustrating typical small business situations or problems
- Develop an individual small business plan in English.

- **SPEAKING**
- **B1 SLOs:**
- Can reasonably fluently sustain a straightforward description of one of a variety of subjects within his/her field of interest, presenting it as a linear sequence of points. (CEFR B1)
- Can describe business management problems, discuss possible solutions and compare alternatives.
- Can explain procedures used or tasks accomplished in Business Management.
- Can make opinions and reactions understood as regards possible solutions or the question of what to do next, giving brief reasons and explanations.
- **B2 SLOs:**
- Can outline an issue or a problem clearly, speculating about causes or consequences, and weighing advantages and disadvantages of different approaches.
- Can give clear, detailed descriptions and presentations on a wide range of subjects related to his/her field of interest, expanding and supporting ideas with subsidiary points and relevant examples.
- Can use different levels of formality or multiple sociolinguistic purposes without signs of restricting what speaker wants to communicate
- **WRITING**
- **B1 SLOs:**
- Can convey information and ideas on abstract as well as concrete topics, check information and ask about or explain problems with reasonable precision.
- Can write notes asking for or conveying simple information of immediate relevance, getting across the point he/she feels to be important
- Can write short, simple essays on topics related to Business Management or other topics of interest.
- Can summarize, report and give his/her opinion about accumulated factual information on familiar routine and non-routine matters within his field with some confidence.
- **B2 SLOs:**
- Can write an essay or report that develops an argument systematically with appropriate highlighting of significant points and relevant supporting detail.
- Can evaluate different ideas or solutions to a problem.

- Can write an essay or report which develops an argument, giving reasons in support of or against a particular point of view and explaining the advantages and disadvantages of various options.
- Can synthesize information and arguments from a number of sources.

*Instructional Methods:

- This course is designed to be repeated in multiple, continuous, simultaneous 120 course-hour cycles toward proficiency progression of course state outcomes and student personal proficiency goals as determined in consultation with the Student Services Associate.
- A content-based approach is employed to provide a more natural way to motivate English language learning which accelerates language acquisition when students see a real-world purpose in learning something they are interested in rather than language in isolation. Classes include hands-on practice and drills. Students will complete periodic summary exercises that require application of all skills learned to date which are premised on English language learning while having Business Management content. Each student will create a portfolio of finished output.
- An integrated cumulative skills development methodology increase language retention and fluency by stimulating student to make meaning from a new language through active learning activities. Recorded listening passages build on vocabulary and ideas from background materials and exercises. Students work individually, in pairs, and in small groups on guided , linked activities built around each unit's theme. Instruction will be supplemented with ESL audio and video material keyed to textbook units.

*Information Regarding the Maximum Number of Times a class Can Be Repeated

Student who enroll in the ESL-Plus Course of Study move their individual levels or courses at their own rate. As long as a student is in good academic standing (as defined in our student policies), a student may be in a given level for an variable amount of time.

TUITION: $480 Certificate: Business Management