|  |
| --- |
| Capstone Design: Business English – Syllabus – F18 |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Course Introduction | | Need for the Course | The course fulfills a language requirement in the undergraduate English Language and Literature program. | | | | | | | | Course Outline | Capstone Seminar is a foundation level English language course. | | | | | | | | Course Objective | | The Capstone Design Course for Business English provides practical experience in using English skills in a variety of professional applications. | | | | | | | | | Preliminary Requisites | | We will be using a variety of websites and software, learning new techniques for business communication while improving our writing skills at the same time. | | | | | | | | | Texts | | Main Text | All content to be designed, produced, and distributed in class by teacher. | | | | | | | | References | We will be using LinkedIN resume portfolios; Weebly website design software; Google Drive and Apps (Slides, Docs, Forms, etc.); Twitter, Facebook, and Instagram for Business; etc. | | | | | | | | Useful Websites | www.joeteacher.org | | | | | | | | Methods of Instruction | | Teacher directed, but student focused in language learning, research skills and peer correction. Research tools will be self-directed projects in individual and group settings. | | | | | | | | | Evalu ation | Perce ntage | Attendance | Report | Instructor's Discretion | Midterm | Final | etc. | Total |  | | 20% | 10% | 10% | 30% | 30% | 0% | 100% |  | | Method | Letter Graded according to university grading policy (50%-A /50%-other) | | | | | | | | | |
| |  | | --- | | Course Schedule | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Week | Objective | Contents | References | Class Activities | Revision | | 1 | W1/C1: Syllabus, Workgroups, and Course Assignment Workflow (Google Drive)  W1/C2: Intro to Section I: Writing for Employment Acquisition – How to Land the Job of your Dreams. | Lecture and Activity | Syllabus, Google Drive | Workgroup Assignments, Google Drive Setup; Intro to Google Forms, Docs, Sheets, Slides | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=1&gbn=02) | | 2 | W2/C1-2: Writing for Employment Acquisition – Job Search Resources | Lecture and Activity | Lecture Notes, LinkedIN, Online Employment Websites, Etc. | Job Search Project 1: “Make a LinkedIN Profile” | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=2&gbn=02) | | 3 | W3/C1-2: Writing for Employment Acquisition – Resume and Cover Letter | Lecture and Activity | Lecture Notes, In-class Writing Demonstration | Job Search Project 2: “Resume and Cover Letter” | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=3&gbn=02) | | 4 | W4/C1-2: Writing for Employment Acquisition – Interview Preparation, Follow-up Letter, Salary Negotiations | Lecture and Activity | Lecture Notes, Interview Resources | Job Search Project 3: “Common Interview Qs” | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=4&gbn=02) | | 5 | W5/C1: Intro to Section II: Communication in the Workplace  W5/C2: Interpersonal Business Communications (Email, Text, SMS) | Lecture and Activity | Lecture Notes | IBC Activity: “Texting and Conflict Resolution” | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=5&gbn=02) | | 6 | W6/C1-2: Team Workflow Management (Meeting Agendas, Memoranda, Video Conferencing, Organizing Team Projects) | Lecture and Activity | Lecture Notes, Activity Inst. | TWM Project: “Creating a Project Timeline” | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=6&gbn=02) | | 7 | W7/C1: Managing Human Resources (Employee Disciplinary Documentation, Annual Reviews, Promotion/Demotion, Redundancy/Dismissal)  W7/C2: Customer Service and Public Relations (Corporate Mission Statements, Responding to Complaints, Accounts Receivable, Returns and Refunds) | Lecture and Activity | Lecture Notes, Activity Instructions. | MHR Project: “You’re Fired!”  PR Project: “Customer Complaint Resolution” | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=7&gbn=02) | | 8 | W8/C1: Semester Review  W8/C2: Midterm Project Due (Employment Acquisition Package) | Examination Period | Central Examination Week | Central Examination Week | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=8&gbn=02) | | 9 | W9/C1: Introduction to Business Presentations (Presentation Software and Best Practices)  W9/C2: Presentation Design | Lecture and Activity | Lecture Notes, Presentation Design Resources | BP Project 1: Basic Presentation Design | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=9&gbn=02) | | 10 | W10/C1-2: Presentation Skills Workshop (Remote Presentations) | Lecture and Activity | Lecture Notes, Remote Presentation Production Instructions | BP Project 2: Producing a Remote Presentation | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=10&gbn=02) | | 11 | W11/C1: Introduction to Business Websites  W11/C2: Creating an Online Presence (Basic Web Design) | Lecture and Activity | Lecture Notes, Weebly Website Instructions | BW Project Pt 1: Setting Up a Weebly Website | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=11&gbn=02) | | 12 | W12/C1: Website Content Creation - Landing Page and About Me  W12/C2: Website Content Creation – Contact Page and FAQs | Lecture and Activity | Lecture Notes, Website Content Creation Instructions | BW Project Pt 2: Content Creation | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=12&gbn=02) | | 13 | W13/C1: Website Content Creation – Product Placement  W13/C2: Website Content Creation - (Search Engine Optimization) | Lecture and Activity | Lecture Notes, Website Content Creation Instructions | BW Project Pt 3: Product Placement and SEO | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=13&gbn=02) | | 14 | W14/C1: Maintaining an Online Business Presence Through Social Media.  W14/C2: Facebook for Business | Lecture and Activity | Lecture Notes, Facebook Project Instructions | OBP Project 1: Facebook Landing Page | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=14&gbn=02) | | 15 | W15/C1: Twitter for Business  W15/C2: Instagram for Business | Lecture and Activity | Lecture Notes, Twitter and Instagram Project Instructions | OBP Project 2: Tweeting your Business  OBP Project 3: Instagram your Business | [수정](http://portal.donga.ac.kr/intranet/faculty/SUG/FSUG0045E.aspx?menu=4&year=2012&smt=20&gd=01&cn=940038&cc=04&tp=15&gbn=02) | | 16 | W16/C1: Semester Review  W16/C2: Final Project Due Business Group Project) | Examination Period | Central Examination Week | Central Examination Week |  | | |
| Glocal Competency: This course allows students to compete on the global stage by building language and technical competencies. They learn to communicate clearly, effectively, and competently in English. |