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| Capstone Design: Business English – Syllabus – F18 |
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| CourseIntroduction | Need forthe Course | The course fulfills a language requirement in the undergraduate English Language and Literature program. |
| CourseOutline | Capstone Seminar is a foundation level English language course. |
| CourseObjective | The Capstone Design Course for Business English provides practical experience in using English skills in a variety of professional applications. |
| PreliminaryRequisites | 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. |
| UsefulWebsites | www.joeteacher.org |
| Methods ofInstruction | 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. |
| Evaluation | Percentage | Attendance | Report | Instructor'sDiscretion | Midterm | Final | etc. | Total |  |
| 20% | 10% | 10% | 30% | 30% | 0% | 100% |  |
| Method | Letter Graded according to university grading policy (50%-A /50%-other) |

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| Course Schedule |
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| 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 |
| 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 |
| 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 |
| 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 |
| 5 | W5/C1: Intro to Section II: Communication in the WorkplaceW5/C2: Interpersonal Business Communications (Email, Text, SMS) | Lecture and Activity | Lecture Notes | IBC Activity: “Texting and Conflict Resolution” | 수정 |
| 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 |
| 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 |
| 8 | W8/C1: Semester ReviewW8/C2: Midterm Project Due (Employment Acquisition Package) | Examination Period | Central Examination Week | Central Examination Week | 수정 |
| 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 |
| 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 |
| 11 | W11/C1: Introduction to Business WebsitesW11/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 |
| 12 | W12/C1: Website Content Creation - Landing Page and About MeW12/C2: Website Content Creation – Contact Page and FAQs | Lecture and Activity | Lecture Notes, Website Content Creation Instructions | BW Project Pt 2: Content Creation  | 수정 |
| 13 | W13/C1: Website Content Creation – Product PlacementW13/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 |
| 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 |
| 15 | W15/C1: Twitter for BusinessW15/C2: Instagram for Business | Lecture and Activity | Lecture Notes, Twitter and Instagram Project Instructions | OBP Project 2: Tweeting your BusinessOBP Project 3: Instagram your Business | 수정 |
| 16 | W16/C1: Semester ReviewW16/C2: Final Project Due Business Group Project) | Examination Period | Central Examination Week | Central Examination Week |  |

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| 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. |