

<b>1. Title of subject</b>	<b>English for Business</b>	
<b>2. Subject code</b>	FSBN 101	
<b>3. Status of subject</b>	Core	
<b>4. Stage</b>	Foundation	
<b>5. Credit Hour</b>	3 (3 hours per week X 14 weeks)	
<b>6. Pre-Requisite</b>	None	
<b>7. Assessment</b>	Coursework : 60% Final Examination : 40% Total : 100%	
<b>8. Semester</b>	Semester I	
<b>9. Objective of subject</b>	<p>This course aims to:</p> <ul style="list-style-type: none"> <li>• maximise personal effectiveness by improving personal communication skills for communication both inside and outside the classroom.</li> <li>• introduce students to key principles in written communication</li> <li>• acquire the knowledge and techniques to assist them when working with colleagues in face-to-face situations.</li> <li>• introduce different methods of communicating with given data through the use of simple statistical techniques.</li> </ul>	
<b>10. Synopsis of subject</b>	This course focuses on effective communication in business letters, memoranda, facsimile messages, reports and e-mail. It also includes practice in writing curriculum vitae as well editing own writing for grammar, vocabulary and format errors.	
<b>11. Details of subject</b>	<b>Contents</b>	<b>Hours</b>
<b>Week 1</b>	<b>TOPIC: PARTS OF SPEECH</b>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> <li>• identify different parts of speech,</li> <li>• identify subjects and verbs in a variety of sentences.</li> </ul>	
	<p><b>Activity:</b> Tutorials Questions</p>	
	<p><b>Further reading for this lesson:</b> Unit 3 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 2</b>	<p><b>TOPIC: TENSES</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> <li>• understand the basic rules of English grammar,</li> <li>• conjugate verbs correctly.</li> </ul>	
	<p><b>Activity:</b> Tutorials Questions</p>	
	<p><b>Further reading for this lesson:</b> Unit 3 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 3</b>	<p><b>TOPIC: PUNCTUATION &amp; SYNTAX ESSAY - WRITING</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• punctuate sentences and passages correctly</li> <li>• construct a grammatically correct sentence</li> <li>• compose essays</li> <li>• edit the commonly made errors</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	

	<p><b>Further reading for this lesson:</b> Sect. 1, Unit 3 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 4</b>	<b>TOPIC: BUSINESS CORRESPONDENCE</b>	3
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• present all the elements of a fully blocked, semi-blocked formats, the elements of a letterhead</li> <li>• present letters in either fully blocked format or semi-blocked format</li> <li>• know how business letters should structured</li> <li>• compose a variety of business letters</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	
	<p><b>Further reading for this lesson:</b> Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 5</b>	<b>TOPIC: RECRUITMENT CORRESPONDENCE</b>	3
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the students should be able to :</p> <ul style="list-style-type: none"> <li>• compose realistic letters which may be used in the process of recruiting staff</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	
	<p><b>Further reading for this lesson:</b> Section 2, Unit 6 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 6</b>	<b>TOPIC: MEMORANDA</b>	3

	<p><b>Learning Outcomes:</b> After attending this lesson, the student should able to:</p> <ul style="list-style-type: none"> <li>• compose memo messages using either the long or short formats</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	
	<p><b>Further reading for this lesson:</b> Section 4, Unit 8 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 7</b>	<b>REVISION AND TEST (WEEK 1 - WEEK 6)</b>	<b>3</b>
<b>Week 8</b>	<p><b>TOPIC: REPORT WRITING</b></p> <p><b>Learning Outcomes:</b> After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the purpose of reports</li> <li>• purpose of short formal report and informal reports</li> </ul>	<b>3</b>
	<p><b>Activity:</b> Lectures/ /tutorials/ /assignments,</p>	
	<p><b>Further reading for this lesson:</b> Section 4, Unit 9 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 9</b>	<p><b>TOPIC: COMPOSITION OF REPORTS</b></p> <p><b>Learning Outcomes:</b> After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>▪ to compose the different types of Reports &amp; use them appropriately.</li> </ul>	<b>3</b>
	<p><b>Activity:</b> Tutorials questions</p>	

	<p><b>Further reading for this lesson:</b> Unit 9 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 10</b>	<b>TOPIC: VISUAL PRESENTATION</b>	3
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> <li>• understand the purpose of using visual presentation</li> <li>• present statistical data in visual form</li> <li>• choose the most appropriate form to present statistical data</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	
	<p><b>Further reading for this lesson:</b> Section 6, Unit 19 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 11</b>	<b>TOPIC: VISUAL LITERACY</b>	3
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> <li>• extract and interpret information from various forms of visuals</li> <li>• include them in their reports and oral presentations</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	
	<p><b>Further reading for this lesson:</b> Section 6, Unit 19 Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 12</b>	<b>TOPIC: ORAL PRESENTATIONS</b>	3

	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• know the different types of oral presentations</li> <li>• plan, and prepare a presentation</li> <li>• use effectively audio-visual aids</li> </ul>	
	<p><b>Activity:</b> Tutorials questions</p>	
	<p><b>Further reading for this lesson:</b> Handouts</p>	
<b>Week 13</b>	<p><b>TOPIC: ORAL PRESENTATIONS</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• know the different types of oral presentations</li> <li>• plan, and prepare a presentation</li> <li>• use effectively audio-visual aids</li> </ul>	
	<p><b>Activity:</b> The student isto perform an oral presentation</p>	
	<p><b>Further reading for this lesson:</b> Handouts Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>	
<b>Week 14</b>	<p><b>REVISION CLASS AND TEST (WEEK 8 – WEEK 13)</b></p>	<b>3</b>
	<p><b>Total</b></p>	<b>42</b>
<b>12. Text</b>	<p><b>Compulsory</b></p>	<p>Taylor, S. (2005). <i>Communication for Business - A Practical Approach</i> (3<sup>rd</sup> ed.). Addison Wesley-Longman.</p>

	<b>Reference</b>	<p>Azar, B. S. (1999). <i>Understanding &amp; Using Grammar</i> (3<sup>rd</sup> ed.). London: Prentice-Hall.</p> <p>Dwyer, J. (2000). <i>The Business Communication Handbook</i> (4<sup>th</sup> ed.). Sydney: Prentice-Hall.</p> <p>Jones, L., &amp; Alexander, R. (2000). <i>New International Business English</i>. Cambridge University Publication.</p> <p>Taylor, S. (2005). <i>Model Business Letters, Email &amp; Other Business Documents</i> (6<sup>th</sup> ed.). London: FT/Prentice-Hall.</p>
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