



**UNIVERSITAS NEGERI YOGYAKARTA
FAKULTAS BAHASA DAN SENI**

SILABUS

MATA KULIAH: *INTRODUCTION TO BUSINESS ENGLISH*

FRM/FBS/19-00

Revisi: 00

20 November 2013

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Faculty : Languages and Arts
Study Program : English Education
Subject & Code : Introduction to Business English (PBI213)
Number of Credit : Theory = 2 SKS Practice = 2 SKS
Semester : Odd
Lecturer : R.A. Rahmi Dipayanti Andayani, M.Pd.

I. COURSE DESCRIPTION

This course is one of the units in English for Business series taught for English Education Department students. It is designed to provide students a fundamental working knowledge of the varied aspects of business and prepares you for future studies in more specialized topics within the subject area. The students will increase their awareness of the overall environment and function of business as well as observe its contributions to society. This course also covers communication technology, globalization, and business ethics. This course introduces the students to the different internal and external elements of a business, helping them to understand the context in which a business operates. It explores common aims and characteristics of business and what makes them different. Business structures, cultures and functions are identified and the political, social, economic, technological and ethical considerations affecting business are introduced.

II. STANDARD OF COMPETENCE

Upon the completion of this course, the students are expected to be able to:

1. Enhance skills and confidence in oral/aural English communication
2. Learn discussion strategies and develop negotiation skills
3. Write business letters and do business presentations
4. Practice the language of marketing and management through business case studies
5. Increase fluency in the discussion of global business practices and cross-cultural sensitivity



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III. COURSE PROGRESSION

Meeting	Topic	Sub-Topic	Time
I	Class Orientation	Orientation to the syllabus	100'
II	Telephoning	Making and ending a call	100'
III		Leaving messages	100'
IV	A Company Visit	Introducing a company	100'
V		Business activities	100'
VI	Job Information	Qualifications for the job	100'
VII	Presentations	Setting the presentation	100'
VIII		Managing the presentation	100'
IX	Mid-Test	Mid-Test	100'
X	Meetings	Setting a meeting	100'
XI		Practicing a business meeting	100'
XII	Entertaining and Socializing	Starting a conversation	100'
XIII	Travel	Managing an airline ticket	100'
XIV	Emailing	Creating and replying emails	100'
XV		Managing emails	100'
XVI	Final Test	Final Test	100'



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IV. REFERENCES

A. Compulsory References

Badger, Ian. (2003). *English for Work: Everyday Business English*. Essex: Pearson Education Limited.

Treece, Malra. (1982). *Communication for Business and the Professions: Second Edition*. Massachusetts: Allyn and Bacon, Inc.

B. Suggested References

King, F.W. (1980). *English Business Letters*. New York: Longman.

Comfort, Jeremy, and Brieger, Nick. (1998). *Business English: Meetings Instant Agendas*. England: Penguin Books.

Emmerson, Paul, and Hamilton, Nick. (2005). *Five-Minute Activities for Business English*. Cambridge, UK: Cambridge University Press.

Thill, John V., (1997). *Excellence in Business Communication*. USA: New Jersey, Prentice Hall, Inc.

V. EVALUATION

NO	EVALUATION COMPONENT	WEIGHT (%)
1	Class Attendance & Participation	10
2	Presentation	10
3	Assignments	20
4	Mid-Test	30
5	Final Test	30
TOTAL		100



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3. **SKS** : Teori = 2 SKS Praktek = 2 SKS
4. **Waktu** : Semester = 7 Waktu = 100 menit
5. **Topik** : Telephoning (I)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the process of telephoning in a business context
 - Practice telephoning in a business context
8. **Materi Pokok** :
 - Business calls
 - Business information
 - Business messages
9. **Kegiatan Perkuliahan** :

Komponen Langkah	Uraian Kegiatan	Estimasi Waktu	Metode	Media	Referensi
PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the process of telephoning in the business context. The students practice to do telephoning in the business context. The materials and activities for the lesson include: beginning a call, checking information, asking a caller to hold, asking a caller to leave a message, making sure you understand, ending a call, and an automated message.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students	20	Lecturing		



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	summarize the materials that they have discussed.	minutes	Question and answer		
TINDAK LANJUT	The lecturer assigns the students homework relevant to the materials.	5 minutes			

10. Evaluasi

:

- The lecturer asks the students to answer questions orally.

Dosen

R.A. Rahmi Dipayanti Andayani, M.Pd.

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 - State the process of telephoning in a business context
 - Practice telephoning in a business context
8. **Materi Pokok** :
 - Business calls
 - Business information
 - Business messages
9. **Kegiatan Perkuliahan** :

Komponen Langkah	Uraian Kegiatan	Estimasi Waktu	Metode	Media	Referensi
PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the process of telephoning in the business context. The students practice to do telephoning in the business context. The materials and activities for the lesson include: a voicemail message, leaving a message, you can't talk, the reason for calling, you can't hear the caller, and you have to end the call.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that	20 minutes	Lecturing Question		



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TINDAK LANJUT	The lecturer assigns the students homework relevant to the materials.	5 minutes			

10. Evaluasi

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- The lecturer asks the students to answer questions orally.

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4. **Waktu** : Semester = 7 Waktu = 100 menit
5. **Topik** : Company Visit (II)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the company visit in a business context
 - Practice the company visit in a business context
8. **Materi Pokok** :
 - Company visit
 - Business activities
9. **Kegiatan Perkuliahan** :

Komponen Langkah	Uraian Kegiatan	Estimasi Waktu	Metode	Media	Referensi
PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the company visit in the business context. The students practice to do the company visit in the business context. The materials and activities for the lesson include: directions to the office, getting lost, arrival, meeting, introducing a company, company history, and a tour of the office.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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TINDAK LANJUT	The lecturer assigns the students homework relevant to the materials.	5 minutes			
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- The lecturer asks the students to answer questions orally.

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5. **Topik** : Company Visit (II)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the company visit in a business context
 - Practice the company visit in a business context
8. **Materi Pokok** :
 - Company visit
 - Business activities
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INTI	The lecturer explains the company visit in the business context. The students practice to do the company visit in the business context. The materials and activities for the lesson include: business activities, markets, and the competition.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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TINDAK LANJUT	The lecturer assigns the students homework relevant to the materials.	5 minutes			
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5. **Topik** : Job Information (III)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the job information in a business context
 - Practice to write the job information in a business context
8. **Materi Pokok** :
 - Job information
 - Business activities
9. **Kegiatan Perkuliahan** :

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INTI	The lecturer explains the job information in the business context. The students practice to write the job information in the business context. The materials and activities for the lesson include: responsibilities, qualifications for the job, a typical day, discussing a new appointment, working conditions, financial rewards, job benefits, redundancy, and retirements.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that	20 minutes	Lecturing Question		



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4. **Waktu** : Semester = 7 Waktu = 100 menit
5. **Topik** : Presentations (IV)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the presentation in a business context
 - Practice the presentation in a business context
8. **Materi Pokok** :
 - Business presentations
 - Business activities
9. **Kegiatan Perkuliahan** :

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PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the presentation in the business context. The students practice to do the presentation in the business context. The materials and activities for the lesson include: setting the scene, moving on, dealing with questions, dealing with the unexpected, recapping, and coming to an end.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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 - Practice the presentation in a business context
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INTI	The lecturer explains the presentation in the business context. The students practice to do the presentation in the business context. The materials and activities for the lesson include: some facts and figures, predictions, and trends.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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5. **Topik** : Meetings (V)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the business meetings
 - Practice the business meetings
8. **Materi Pokok** :
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INTI	The lecturer explains the business meetings. The students practice to do the business meetings. The materials and activities for the lesson include: setting up a meeting, postponing a meeting, confirming a meeting, working through an agenda, and reporting back to a meeting.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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INTI	The lecturer explains the business meetings. The students practice to do the business meetings. The materials and activities for the lesson include: reaching an agreement, making a point, a follow-up phone call, action points, and sending minutes by email.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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5. **Topik** : Entertaining and Socializing (VI)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the entertaining and socializing in a business context
 - Practice the entertaining and socializing in a business context
8. **Materi Pokok** :
 - Entertaining in a business context
 - Socializing in a business context
 - Business activities
9. **Kegiatan Perkuliahan** :

Komponen Langkah	Uraian Kegiatan	Estimasi Waktu	Metode	Media	Referensi
PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the entertaining and socializing in a business context. The students practice to do the entertaining and socializing in a business context. The materials and activities for the lesson include: translating a menu, ordering a meal, paying the bill, starting a conversation, family matters, cultural advice, and sensitive issues.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that	20 minutes	Lecturing Question		



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	they have discussed.		and answer		
TINDAK LANJUT	The lecturer assigns the students homework relevant to the materials.	5 minutes			

10. Evaluasi

:

- The lecturer asks the students to answer questions orally.

Dosen

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1. **Fakultas/Program Studi** : Bahasa dan Seni/Pendidikan Bahasa Inggris
2. **Mata Kuliah & Kode** : Introduction to Business English (PBI213)
3. **SKS** : Teori = 2 SKS Praktek = 2 SKS
4. **Waktu** : Semester = 7 Waktu = 100 menit
5. **Topik** : Travel (VII)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the traveling in a business context
 - Practice the traveling in a business context
8. **Materi Pokok** :
 - Traveling in a business context
 - Business activities
9. **Kegiatan Perkuliahan** :

Komponen Langkah	Uraian Kegiatan	Estimasi Waktu	Metode	Media	Referensi
PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the traveling in a business context. The students practice to do the traveling in a business context. The materials and activities for the lesson include: checking for a flight, hiring a car, taking the train, booking a hotel, and checking into a hotel.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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TINDAK LANJUT	The lecturer assigns the students homework relevant to the materials.	5 minutes			
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5. **Topik** : Emailing (VIII)
6. **Kompetensi Dasar** :
 - Have knowledge of the importance and features in the business English
7. **Indikator Ketercapaian** :
 - State the emailing in a business context
 - Practice to write business emails
8. **Materi Pokok** :
 - Emailing in a business context
 - Business emails
 - Business activities
9. **Kegiatan Perkuliahan** :

Komponen Langkah	Uraian Kegiatan	Estimasi Waktu	Metode	Media	Referensi
PENDAHULUAN	The lecturer mentions some phenomena in daily life related to the topic. She asks the students whether they are researchable from the scientific perspective. She then asks the students to identify how people commonly perceive the phenomena.	15 minutes	Lecturing Question and answer Discussion	Handouts	
INTI	The lecturer explains the emailing in a business context. The students practice to do the emailing in a business context. The materials and activities for the lesson include: a first contact, formal messages, everyday matters, a future meeting, declining an invitation, saying thank you, and an invitation.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		



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INTI	The lecturer explains the emailing in a business context. The students practice to do the emailing in a business context. The materials and activities for the lesson include: accepting an invitation, passing on good wishes, problems, good news, a general announcements, and informations.	30 minutes	Lecturing Question and answer Discussion	Handouts	Badger, Ian. (2003). <i>English for Work: Everyday Business English</i> . Essex: Pearson Education Limited.
PENUTUP	The lecturer and the students summarize the materials that they have discussed.	20 minutes	Lecturing Question and answer		

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