



UNIVERSITAS NEGERI YOGYAKARTA
FAKULTAS BAHASA DAN SENI

SILABUS
MATA KULIAH : INTRODUCTION TO BUSINESS
ENGLISH

FRM/FBS/19-00

Revisi : 00

31 Juli 2008

Hal.

Fakultas	: Bahasa dan Seni
Program Studi	: Pendidikan Bahasa Inggris
Mata Kuliah & Kode	: Introduction to Business English Kode: PBI213
Jumlah SKS	: Teori 1 SKS Praktik : 1 SKS
Semester	: 6
Mata Kuliah Prasyarat & Kode	: _
Dosen	: Suciati

I. DESKRIPSI MATA KULIAH

This course aims at giving students some introductory overview on the application of English in business context, highlighting how English is extended. Students will learn some application of such Business English as business writing, business communication, business meeting, etc. In addition, some practical skills, such as writing an application letter, dealing with job interviews, and preparing a business report and proposal are included in the course.

The course interaction will mainly require the students to deal with presentations and case studies analyses. Therefore, students are expected to take an active participation during the class discussion and presentation. Expressing ideas, probing, asking questions, analyzing, synthesizing, and evaluating opinions are a series of active analytical and critical thinking skills from which students are strongly demanded to demonstrate.

II. STANDARISASI KOMPETENSI MATA KULIAH

At the end of the course, students are expected to have good understanding on Business English and be able to apply the knowledge and skills learned in business context.

III. POKOK BAHASAN DAN RINCIAN POKOK BAHASAN

Wk	Topics	NOTES
1.	Class orientation and introduction to syllabus	
2.	Understanding business communication	
3.	Communicating interculturality	
4.	Company organization, tour and history 1	
5.	Company organization, tour and history 2 (practice)	
6.	Business correspondence: letters, memos, good news, goodwill messages, bad news messages etc	
7.	Job Vacancies	
8.	Mid-test	
9.	Telephoning	
10.	Business presentation	
11.	Business meeting	
12.	Business negotiation	

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13.	Sales review	
14.	Sales forecast	
15.	Business Presentation	
16.	Review	

IV. REFERENSI/ SUMBER BAHAN

Brieger, Nick and Jeremy Comfort. 1995. *Early Business Contact*. London: Prentice Hall.
 Cotton, David and Sue Robins. 2001. *Business Class*. London: Pearson Edu Ltd.
 Powell, Mark. 2002. *Presenting in English*. Massachusetts: Thomson Heinle.
 Sweeney, Simone. _____. *Communication in Business*. Cambridge: CUP.
 Thill, JV. 1997. *Excellence in Business Communication*. New Jersey: Prentice Hall.

V. EVALUASI

No	Components	%
1	Participation (incl. attendance)	15 %
2	Tasks, quizzes, assignment (home/class)	25 %
3	Mid-test	30 %
4	Final test	30 %
Total		100 %

Grading Criteria

86 – 100	A	66 – 70	B-
80 – 85	A-	64 – 65	C+
75 – 79	B+	56 – 63	C
71 – 74	B	0 – 55	D

VI. LAIN-LAIN

1. Participation can be the forms of comments, suggestion, questions/answers related to the presentation.
2. No cheating. If you cheat:
 - a. In the tests/quiz: the final mark will be reduced one grade lower.
 - b. In the presentation: the work and presentation will not be marked.
3. If you could not attend the class or need information, contact me (HP: 085878486060).
4. Lateness: 15 minutes; if more than 15 minutes, students can join the class but not signing the attendance list. Starting time: 13.30
5. 75 percent attendance is a must to join the final test n get a mark.