

## **Syllabus** **Introduction to Business English**

Fakultas	: Bahasa dan Seni
Program Studi	: Pendidikan Bahasa Inggris
Mata Kuliah & Kode	: Introduction to Business English
Jumlah SKS	: 2 SKS
Semester	: 6
Dosen	: Dyah S. Ciptaningrum, M.Ed. ( <a href="mailto:dyah_ciptaningrum@uny.ac.id">dyah_ciptaningrum@uny.ac.id</a> ; 08995862898)

### **Deskripsi Mata Kuliah**

Mata kuliah ini bertujuan untuk memberikan landasan yang kuat dan pengetahuan tentang bagaimana menggunakan Bahasa Inggris yang efektif dalam konteks bisnis dengan maksud untuk meningkatkan kesadaran mahasiswa akan penggunaan bahasa Inggris formal atau profesional, yang memang diperlukan untuk konteks bisnis.

Topik-topik yang diajarkan meliputi teks-teks terkait sebelum dan selama perekrutan seperti iklan lowongan pekerjaan, surat bisnis, wawancara pekerjaan, pertemuan bisnis, presentasi dan komunikasi lisan yang meliputi percakapan melalui telepon, mengatasi masalah, dan menyampaikan gagasan dalam sebuah diskusi.

Topik-topik tersebut di ajarkan melalui proses belajar mengajar terintegrasi, yang menyediakan model-model teks terkait, menganalisa tata bahasa dasar, menemukan kosakata terkait bisnis dan menggunakannya dalam tugas-tugas perkuliahan. Mahasiswa juga diajak untuk berdiskusi tentang sikap religius, norma budaya dan sosial yang berlaku dalam konteks budaya Indonesia dan Internasional. Ceramah dilakukan oleh tutor untuk menjelaskan ide/gagasan/teori/konsep yang masih sulit dipahami oleh mahasiswa. Information and Communication Technology (ICT) dapat digunakan sebagai media pembelajaran dalam proses pembelajaran untuk beberapa materi tertentu.

Evaluasi pembelajaran didasarkan pada partisipasi keaktifan mahasiswa di kelas melalui penyelesaian tugas-tugas di kelas baik tugas individu maupun tugas kelompok, ujian tengah dan akhir semester. Selain itu penilaian juga dilakukan dalam tugas utama berupa penyusunan 'portfolio'.

### **Objectives**

Sikap:

- a. mampu membedakan antara budaya Indonesia yang sarat akan sikap religius berdasarkan ketakwaan kepada Tuhan YME dan budaya Barat yang cenderung sekuler

- b. mampu menjunjung tinggi nilai kemanusiaan dalam menjalankan tugas berdasarkan agama, moral, dan etika
- c. mampu menginternalisasi nilai, norma, dan etika akademik dalam menyelesaikan tugas-tugas perkuliahan

Pengetahuan:

a. menguasai kosa kata bahasa Inggris yang berkaitan dengan konteks bisnis;

b. menguasai konsep-konsep dasar budaya yang digunakan dalam konteks bisnis internasional;

c. menguasai konsep-konsep esensial kebahasaan bahasa Inggris yang diperlukan dalam komunikasi bisnis secara tertulis maupun lisan.

Keterampilan:

Mahasiswa mampu menggunakan bahasa Inggris untuk berkomunikasi baik lisan maupun tertulis secara lancar, akurat, dan berterima dalam konteks bisnis

### Course Outline

<i>Meet</i>	<i>Theme</i>	<i>Topic</i>	<i>Learning Activity</i>	<i>Language focus</i>	<i>Sources</i>
1	Introduction		- Introducing to the syllabus - Identifying the classroom context		<a href="http://www.findingdulcinea.com/guides/Careers/">http://www.findingdulcinea.com/guides/Careers/</a>

	Looking for a job	Entering the work force  How to find a job	<ul style="list-style-type: none"> <li>- Reading a text on the topic and discussing the text</li> <li>- Answering questions on the reading text.</li> <li>- Discussing the answers</li> <li>- Identifying information on different sources of job vacancies</li> </ul>	Reading Grammatical points	<p>Entering-the-Workforce.pg_02.html#02</p> <p><a href="https://nationalcareersservice.direct.gov.uk/advice/getajob/howtofindajob/Pages/default.aspx">https://nationalcareersservice.direct.gov.uk/advice/getajob/howtofindajob/Pages/default.aspx</a></p> <p><a href="https://nationalcareersservice.direct.gov.uk/advice/getajob/howtofindajob/Pages/jobads.aspx">https://nationalcareersservice.direct.gov.uk/advice/getajob/howtofindajob/Pages/jobads.aspx</a></p>
2	Company	Company structure	<ul style="list-style-type: none"> <li>- Discussing company structures</li> <li>- Reading articles about the profiles of some companies</li> <li>- Answering questions that follow the reading texts</li> <li>- Discussing some language features contained in the texts.</li> <li>- Conducting speaking and writing practices on the topic.</li> </ul>	Reading Grammatical points Pronunciation Speaking Writing	Tullis & Trappe, 2004. New insights into business.
3	Recruitment	CV /Resume, Application letter	<ul style="list-style-type: none"> <li>- Sharing in pairs what students know about applying for a job.</li> <li>- Reading an article about recruitment trends in International context</li> <li>- Answering reading comprehension questions</li> <li>- Discussing the answers.</li> <li>- Reading examples on CV/Resume and application letter.</li> <li>- Analyzing the elements of CV/Resume and application letter.</li> <li>- Completing an exercise on CV/Resume and Application letter.</li> </ul>	Reading Grammatical points Pronunciation Writing	Thill & Bovee, 1997, Excellence in business communication
4	Recruitment	Interview	<ul style="list-style-type: none"> <li>- Sharing in pairs what students know about job interview</li> </ul>	Reading Grammatical points	Thill & Bovee, 1997, Excellence in business

			<ul style="list-style-type: none"> <li>- Reading an article about job interview tips.</li> <li>- Answering reading comprehension questions</li> <li>- Discussing the answers.</li> <li>- Reading a list of interview questions.</li> <li>- Working in groups to formulate answers to the interview questions.</li> <li>- Practicing the interview in pairs (students taking turn to be the interviewer and interviewee)</li> </ul>	Pronunciation Speaking	communication
5	Types of business	Retail	<ul style="list-style-type: none"> <li>- Discussing the pictures on the screen (Carrefour, Matahari, Avon, Oriflame, Lazada, Toko Bagus)</li> <li>- Reading an article about a retail company</li> <li>- Answering reading comprehension questions</li> <li>- Discussing the answers.</li> <li>- Reading an article about another retail company</li> <li>- Answering reading comprehension questions</li> <li>- Discussing the answers</li> </ul>	Reading Grammatical points Vocabulary Pronunciation	Tullis & Trappe, 2004. New insights into business.
6	Types of business	Franchise	<ul style="list-style-type: none"> <li>- Discussing the pictures on the screen (McDonalds, Eastern Kopi TM, Tiki)</li> <li>- Completing a vocabulary exercise</li> <li>- Listening to a video clip about The Helen Doron, a franchise company.</li> <li>- Answering listening comprehension questions.</li> <li>- Discussing the answers</li> <li>- Sharing the benefits and downsides of joining a franchise in small groups</li> <li>- Concluding the results of the group sharing</li> </ul>	Listening Vocabulary Pronunciation Speaking	Tullis & Trappe, 2004. New insights into business.  Video clip on Helen Doron, taken from Youtube.com
7	Mid-term test		-		

8	At the office	Telephoning	<ul style="list-style-type: none"> <li>- Brainstorming previous knowledge on phrases for telephoning</li> <li>- Listening to and watching a video clip about telephoning</li> <li>- Identifying phrases used in the clip by completing a table</li> <li>- Discussing the answer.</li> <li>- Filling-in the blanks exercises</li> <li>- Discussing the answer.</li> <li>- Practicing the conversation (back to back)</li> <li>- Conducting a role play</li> </ul>	<p>Imagine you are calling a company and want to speak to someone who works there. Can you think of any phrases you might use, or that you might hear?</p> <p>Guided speaking</p> <p>Mini role play</p>	<p><a href="http://www.salisbury.edu/careerservices/facstaff/OfficeEtiquette/Telephone.html">http://www.salisbury.edu/careerservices/facstaff/OfficeEtiquette/Telephone.html</a></p> <p><a href="https://www.youtube.com/watch?v=YXmL_VY4V_Y">https://www.youtube.com/watch?v=YXmL_VY4V_Y</a></p> <p><a href="http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit1telephone/1connecting.shtml">http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit1telephone/1connecting.shtml</a></p> <p>Naterop, B.J., Revell, R. (2004). Telephoning in English. Cambridge: Cambridge University Press</p>
9	At the office	Meeting a guest	<ul style="list-style-type: none"> <li>- Discussing a picture</li> <li>- Reviewing expressions used to introduce one's self</li> <li>- Listening to &amp; watching video clips</li> <li>- Completing listening tasks</li> <li>- Discussing answers</li> <li>- Practicing speaking tasks</li> </ul>	<p>Listening Speaking Pronunciation Vocabulary</p>	<p>Brieger, N. and Comfort, J. (1995). Early business contact. London: Prentice Hall International. Dyned software</p>
10	At the office	Business meeting	<ul style="list-style-type: none"> <li>- Pre-listening/watching activities</li> <li>- Watch a short video clip on the topic of business meeting.</li> <li>- While-listening activities</li> <li>- Class discussion</li> <li>- Guided practice</li> </ul>	<p>Listening Speaking Pronunciation Vocabulary</p>	<p>Youtube</p>
11	At the office	Business meeting	<ul style="list-style-type: none"> <li>- Role-playing</li> </ul>		
12	At the office	Business presentation	<ul style="list-style-type: none"> <li>- Pre-listening/watching activities</li> <li>- Watch a short video clip on the topic of business presentation</li> </ul>	<p>Listening Speaking Pronunciation</p>	<p>YouTube</p>

			<ul style="list-style-type: none"> <li>- While-listening activities</li> <li>- Class discussion</li> <li>- Guided practice</li> </ul>	Vocabulary	
13	At the office	Business presentation	- Role-playing		
14	At the office	Written communication	<ul style="list-style-type: none"> <li>- Pre-reading activities.</li> <li>- Modeling sample letter.</li> <li>- Doing exercises</li> <li>- Class discussion</li> <li>- Guided writing</li> </ul>	Reading Grammatical points Pronunciation Writing	Tullis, G., & Trappe, T. (2004). New insights into business. Longman
15	At the office	Written communication	<ul style="list-style-type: none"> <li>- Writing first draft.</li> <li>- Peer review</li> <li>- Writing second draft</li> <li>- Peer review</li> <li>- Writing Final draft</li> </ul>	Reading Grammatical points Pronunciation Writing	Brieger, N. and Comfort, J. (1995). Early business contact. London: Prentice Hall International. Dyned software
16	Review	All topics	Group discussion on each topic Group presentation		
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## References

Thill, J. V., & Bovee, C. L. (1997) Excellence in business communication. NJ: Prentice-Hall International, Inc.

Tullis, G., & Trappe, T. (2004). New insights into business. Longman

Brieger, N. and Comfort, J. (1995). Early business contact. London: Prentice Hall International. Dyned software

Naterop, B.J., Revell, R. (2004). Telephoning in English. Cambridge: Cambridge University Press

## EVALUATION

No	Komponen Evaluasi	Bobot (%)
1	Participation & classroom tasks	20 %
2	Assignments	20 %
3	Ujian Tengah Semester	30 %
4	Ujian Semester	30 %
<b>Jumlah</b>		<b>100%</b>

### *Notes:*

1. To sit for the final test, students are required to attend at least 75% of the activities in the classroom. Grades will ONLY be awarded to the students who complete the four assessment components.
- 2.
3. Use of gadgets like cellular phones, laptops, tablets in the classroom is allowed only for assignments completion purposes. Other purposes are strictly prohibited.
4. Any forms of plagiarism will not be tolerated.
5. Hp: 08995862898
6. WA Group administrator: