

Business English

Organisational Competencies (Air Selangor)

- Communication
- Negotiation
- Presentation skills
- Self-development

Module Overview

Taking into account of the development of market economy, the concern for business English is receiving greater importance. Hence, this course provides an introduction to Business English focusing mainly in communications, presentation and the necessary language competence for students who wish to develop the skills they need to be competitive in global business. The aim of this course is to prepare students to succeed in writing, reading, and listening in order to be able to perform their job-related tasks properly. This is a preparatory course designed for effective communication in real business situations for students to improve their overall workplace skills.

Module Objective

- Build confidence and provide them with language resources to participate in business meetings
- Develop a range of communicative language competences
- Improve the listening, reading, writing, and critical thinking skills needed for business related areas
- Provide themselves with interpersonal skills to deal with co-workers and clients.
- Speak confidently on topics related to business, mainly on negotiation for business development as well as developing contacts for business purposes.
- Respond to business- related emails with appropriate approaches and language pattern.

Module Learning Outcome

- To use the language flexibly and effectively for social and professional purposes.
- To evaluate different ideas or solutions to a problem.
- To have a sufficient range of language to be able to give clear descriptions, express viewpoints and develop arguments.

- To have a good range of vocabulary for matters connected to their field and most general topics.
- To apply the content of modules learnt to different office-related situations.

Module Duration

15 sessions (12 sessions + 3 complementary sessions)

Module Content

Session	Unit
1	Procurement Terminology <ul style="list-style-type: none"> • Procurement • Contracts
2	Procurement Terminology <ul style="list-style-type: none"> • Supply Chain Management • Project Management
3	Basic Communication <ul style="list-style-type: none"> • Talk to colleagues/ superior • Telephone/ Email Conversation • Communication at work place
4	Language for meeting <ul style="list-style-type: none"> • Propose/ present your idea • How to agree and disagree
5	Business English writing <ul style="list-style-type: none"> • Prepare speech/ talk • Email: <ul style="list-style-type: none"> - Complaint - Reply - Request - Response
6	Corporate Presentation <ul style="list-style-type: none"> • Language: Grammar, signpost, vocabulary • Time management • Anxiety Management

7	<p>Communication for Presentation</p> <ul style="list-style-type: none"> • Report writing • Handling audience • Handling questions
8	<p>Progress evaluation: Mini presentation by participant</p> <ul style="list-style-type: none"> • Group work • Discussion & comment • Quiz
9	<p>Listening skills</p> <ul style="list-style-type: none"> • Presentation gist/ main ideas • Listening for email • Paraphrasing in listening • Responding/ asking questions relevant to the topic
10	<p>Interview/ Press Conference</p> <ul style="list-style-type: none"> • Language use • Negotiation • Email: to request or propose • Role play • Rapport to get new business
11	<p>Networking</p> <ul style="list-style-type: none"> • How to introduce yourself • How to describe your current project • English for socializing
12	<p>Meetings</p> <ul style="list-style-type: none"> • Running successful meeting • Setting the agenda • Taking the minutes/ meeting minutes writing & keeping control • Making your point in meetings
13	<p>Negotiations</p> <ul style="list-style-type: none"> • Presenting your organisation at the beginning of a negotiation • Preparing & exploring • Proposing and bargaining • Reaching agreement • Dealing with last-minute problem • Listen and response to main issues

14	Telephoning <ul style="list-style-type: none"> • Customer service • Dealing with a complaint on the telephone • Calling for follow ups
15	Progress evaluation <ul style="list-style-type: none"> • Proposal presentation • Email writing: Formal and informal • Interview: General, talk, discussion

Module Methodology

Through Communicative Approach, it aims to cultivate students' communicative competence by integrating learning and practice, i.e; using language to tell stories, learning language for practical communication process

By using task-based teaching approach, it enables teacher to set up different tasks for the students to achieve. The teacher will have to select appropriate tasks depending on the needs of the students in relation to their future jobs for different learning purposes. By this way, the centre of the classroom transfers from the teacher to the students. The teacher is an observer and intervenes only during the language focus stage.

Module Evaluation

- Writing exam
- Presentation
- Classroom quiz
- An interview or observation of classroom activities

Evaluation Methodology

To receive a pass for this course, students must achieve 65 percent of the overall marks accumulated from their in-class activity, presentation and exam. They are required to complete all of the assignments and tasks given. Individual assessment will be taken through their understanding of instruction, feedback and performance while carrying out the task in class.

Trainer

1. Ms. Noor Hafiza Abdullah (Master's degree in Applied Linguistics)
2. Ms. Liew Lee Siam (Master's degree in Applied Linguistics)