

SAMPLE SYLLABUS – SUBJECT TO MINOR CONTENT CHANGES BASED ON INSTRUCTOR
COURSE SYLLABUS
ESL 27: BUSINESS COMMUNICATION - WRITING

Instructor:
Office:

Email:
Office Hours:

Course Description

This course helps international summer visitors write effective and persuasive texts for diverse business audiences. The primary foci are on introducing students to common writing genres in business settings, such as memos, summaries, email communication as well as analyzing case studies. In addition, students create an online business profile.

Required textbook

Kolin, P. C. (2009) Successful Writing at Work, Concise (4th Ed.). Stamford, CT: Cengage Learning

Grading Policy

Letter grades are based on performance of students on class assignments and participation in class. A passing grade for this course is a C or higher. You can also take the class for a P/NP grade.

Your grade will be made up of the following components:

ESL 27 Assignments	
Attendance and Participation	10%
Homework	10%
Article summaries	15%
Researching a company	15%
Analysis of case study	15%
Business Memo analysis	15%
Resume and Professional Online Profile	20%

Grading Scale		
A+ (97-100)	A (94-96)	A- (90-93)
B+ (87-89)	B (84-86)	B- (80-83)
C+ (77-79)	C (74-76)	C- (70-73)
D+ (67-69)	D (64-66)	D- (60-63)
F (0-59)		

Attendance and Participation (10%)

To successfully complete a language course, attending class regularly and participating actively are essential. Missing class, arriving late, or half-hearted participation in class work will negatively impact your *participation/attendance* grade. Late arrival to class is counted as a partial absence and will result in points being deducted from your attendance grade. Two absences will lower your final grade by one-third (A- to B+ for example). Three or more absences will generally result in failure of the course. If you do miss a class, it is your responsibility to stay caught up. “But I was absent” is never an acceptable excuse for coming to class unprepared.

A grade of zero will be given to all work missed due to an unexcused absence. Late homework will not be accepted.

Homework (10%)

You will submit weekly homework assignments either on our course website located at ccle.ucla.edu or in class. These weekly assignments will focus on vocabulary and grammar.

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Article Summaries (15%)

You will be assigned a number of news articles throughout the term and produce summaries for each. Emphasis will be placed on effective summary and paraphrasing strategies.

Researching a Company (15%)

In the job-searching process or in a consulting career, you must be able to do research on a particular company. For this assignment, you will choose a company you would like to work for and produce a short report focusing on aspects such as products and services, history and corporate culture, organizational mission and goals, key financial statistics, organizational structure, locations, career paths and advancement opportunities, benefits, diversity initiatives, and other human resources functions.

Analysis of Case Study (15%)

A case study is a description of an actual administrative situation where a decision needs to be made or a problem need to be solved. For this assignment, you will read and analyze a case study and answer the following questions:

- 1) What are the position and responsibilities of the decision maker?
- 2) What is the issue (problem, challenge, or opportunity) and its significance for the organization?
- 3) Why has the issue arisen?
- 4) When does the decision maker have to resolve the issue?

Business Memo Analysis (15%)

You will analyze the organization and linguistic characteristics of a number of business memos provided by the instructor.

Resume and Professional Online Profile (20%)

You will create a well-crafted resume containing a clear summary of qualifications and the different skill sets and experience you have.

In addition, you will create a professional online profile that contains a good tagline, summary, professional photo as well as the skills and experience you have acquired.

Email Correspondence and Classroom Policies

If you send me an **email**, I will try to respond within 24 hours if it is a question that requires a short answer. If your question requires a long answer, I will ask you to talk to me during my office hours.

Cell phones should be set to **silent and out of sight**. **Laptops** should also be put away. If we are engaged in an activity where you need to use the dictionary or any other app in your cell-phone or your laptop, I will let you know. Otherwise, they should be out of sight!

Please be **respectful** during oral presentations and classroom discussions. When somebody is speaking

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(a classmate or the teacher), listen carefully. Do not talk to the person sitting next to you or check your phone or computer.

Moodle Course Website

The Moodle Website is an integral part of this course, containing the class discussion board and many class handouts and resources. To access the ESL 200 course site,

- 1) Go to <http://www.ccle.ucla.edu/>.
- 2) Click on Login (upper right corner). Your logon ID and password are the same as your BOL ID and password that you use to log in my.ucla.edu.
- 3) On the list of the courses, find the ESL 33B course website and click on it.

Plagiarism

The course is designed to help you learn to avoid unintentional plagiarism. We will help you in the areas of paraphrase and citation conventions. **For several assignments, you will be required to submit an electronic copy to Turnitin.com.**

Weekly Topics

Week	Major Topics
1	Introductions/Email Communication
2	Paraphrasing and Summarizing
3	Business Memo Analysis/Analysis of Case Study
4	Resume and Professional Online Profile
5	Researching a Company
6	Researching a Company