

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

ENG 222 English for Business Life							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
English for Business Life	ENG 222	4	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer

Course Objective
<p>ENG 222 is designed for the students whose medium of instruction is English. The aim of the course is to augment and brush up the English skills and knowledge of these students to help them perform better in their business lives. Therefore, this course is planned to enhance students' language skills in English in terms of workplace communication skills and help them to activate these skills in their career lives. Students who complete ENG 222 can be successful in business-related environments.</p>

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> ▪ to enhance their language skills regarding workplace communication skills, ▪ to gain awareness about manners in business environment, ▪ to develop their 21st century productive skills such as writing e mails regarding business issues, delivering group presentations, preparing business projects. ▪ to plan and organize meetings, ▪ to write apology e mails, ▪ to get familiar with marketing styles and advertising, ▪ to discuss workplace dilemmas and rules, ▪ to develop a project to set up a business, ▪ to present their project both in written and oral form.

Course Outline
<p>In this course, the students are trained to use their learned knowledge and skills in business/professional environment. The emphasis is on how to interact appropriately using formal</p>

vocabulary and register in business-related environments. The students develop their productive skills through group work presentations, discussions, project preparation and raise awareness about meetings. The students get to know how to plan and organize meetings, use suitable language in business-related contexts, develop communicational styles in various cultural settings, apologize for their mistakes, get familiar with marketing styles and advertising, discuss workplace dilemmas and rules, develop a project to set up a business and present the project in oral and written forms and produce business-related documents.

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Writing CV s.	
2	Writing efficient Cover Letters	
3	Rhetorical Appeals	
4	Writing business related e mails	
5	WMOSA	
6	Business Planning/Business Reports	

7	Embracing emotions at work	
8	Midterm week	
9	Being an opportunity maker	
10	The anti-CEO playbook	
11	Beethoven the Businessman	
12	Managing collective creativity	
13	Good leaders make you feel safe	
14	Building a company people enjoy working for	
15	Delivering efficient oral presentations	
16	Final Exam	

Textbook(s)/References/Materials:

- Input materials
- Business related TED TALKS

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course Specific Internship (if any)		
Quizzes/Studio/Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Attendance		
Midterm Exams / Midterm Jury	1	35%
General Exam / Final Jury	1	65%
	Tota	100%
Success Grade Contribution of Semester Studies		35%
Success Grade Contribution of End of Term		65%
	Tota	100%

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	30	30
Total Workload		(130/25=5,2)	130

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	to enhance their language skills regarding work place communication skills					X
LO2	to gain awareness about manners in business environment					X
LO3	to develop their 21st century productive skills such as writing e mails regarding business issues, delivering group presentations, preparing business projects					X
LO4	to plan and organize meetings					
LO5	to write apology e mails					X
LO6	to get familiar with marketing styles and advertising					X
LO7	to discuss workplace dilemmas and rules					X
LO8	to develop a project to set up a business					X
LO9	to present their project both in written and oral form					

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)											
Nu	Program Competencies	Learning Outcomes									Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	
1	Understanding the formal and informal processes associated with a business structure.	x		x				x	x		5
2	Evaluate a business on the basis of all functional units.		x					x	x		5
3	To use analytical thinking effectively in the decisions taken for the problem solving process.	x						x			3
4	Having a vision of self-improvement and learning.	x	x								3
5	To carry out all activities within this framework, equipped with ethics		x					x			3
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			x						x	2
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally			x						x	2
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.							x			4
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the		x								2

	field of marketing.										
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	x							x		2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.										0
12	To follow and correctly interpret the current trends developing within the framework of marketing.			x							2
Total Effect											33

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/marketing-1242>

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories , and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments :The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments . Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted .

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more tha determined rate he/she will be insufficient and will not have pass mark from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.