

Course Manual

FIBS – *Effective Communication for Business – Beginners*

ProgRESS-code	
Course Coordinator	S.de Ponti (PON)
Lectures involved	S.de Ponti (PON)
Institute	Fontys International Business School
Study programme	Minor: Beginners English
Study phase / level	Exchange
Study load / ECTS	15 EC
Learning Outcomes	WW4,
	LW11,,LW13

Brief description

In this course we welcome exchange students from our partner institutes. During this course students will develop their confidence and skills in the oral use of the English language.
This is a beginner's English speaking course.

Module Learning Outcomes (MLO) in relation to the Program Learning Outcomes (PLO)

WW4 Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.
LW11 Mitigate the pitfalls of cultural differences in business and social contexts
LW13 Use appropriate verbal and non-verbal communication in an intercultural setting.

Didactic methods

In order to develop your oral skills you will participate in a wide range of interactive activities. You will be part of large and small group interactive tasks. You will participate in a variety of role plays and oral assignments. Your language skills will also be developed by partaking in a variety of games and using digital media.

Examination

Examination form (written, oral, report, other)	Presentation 50% Job interview (role play) 50%
Duration of examination	Presentation: 8 mins Job interview: 15 mins
Examination period	Week 15 – date to be decided
What will be examined?	<p>Presentation WW4/LW13: The ability to convey a message to an audience with a particular focus on the use of grammar and vocabulary (LW13) The ability to use appropriate communication channels and correct presentation structure (WW4, LW11, LW13)</p> <p>Interview WW4/LW13: The ability to convey a message to an audience with a particular focus on the use of grammar and subject specific formal vocabulary (LW13)</p> <p>Please see evaluation forms used</p>
Specific examination criteria	<p>Presentation: After in class sessions focusing on presentation skills and carrying out practice presentations concerning a variety of issues, you will be asked to carry out an individual 10 min presentation. This presentation will be about your Erasmus experience and your time here at Fontys and in the Netherlands. You will be expected to support your presentation with a power point. We will be assessing your use of vocabulary and awareness of sentence structure and grammatical awareness. We will also be looking for specific presentation structure.</p>

	<p>Job interview: After in class sessions focusing on job application letters and interview techniques and questioning, you will participate as an interviewee in a 10 minute job interview. You will be given a job vacancy to prepare whereby you will need to create a fictional experience and employment history along with additional information you find necessary. We will be assessing your use of vocabulary and awareness of sentence structure and grammatical awareness. We will also be looking for appropriate and professional responses to interview questions asked.</p>
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The content of the test of this MODULE is always related to the learning goals described in this Course Manual. The test criteria of this MODULE meet the requirements as stipulated by the Management Team in the FIBS test policy. The test criteria are in accordance with the demands for adequacy, transparency, validity and reliability.

Re-examination

Students have the right to retake the elements which they failed to receive a 5.5 for. Upon completing a retake, if the students fulfill the exam criteria, they will be awarded a 5.5.

Programme

This semester consists of 14 education weeks.

Week	Lesson content	Self-study	PLO
1	Getting to know you; Myself and my class mates Group Interviews Why have I chosen to learn English? Presentation	Blog Google doc vocab sheet Interview preparation Kahoot quiz creation Presentation preparation	LW11 LW12 LW13
2	Culture shock and cultural differences Cultural beliefs and customs Gestures Create your own country Country Presentations Case study – One experience	Grammar preparation for student directed lesson Blog Google doc vocab sheet Research an historical event that has had impact/influenced your culture Traditional folk tales Cultural awareness Kahoot quiz Group work – create a country	LW11 LW12 LW13
3	Student led grammar lesson and related activity Grammar <ul style="list-style-type: none"> Articles Countable/uncountable nouns 	Grammar preparation for student directed lesson Blog Google doc vocab sheet Create a group game to test knowledge of articles Complete a range of article related activities – evaluate tasks	LW11 LW12 LW13
4	Student led grammar lesson and related activity Pronunciation <ul style="list-style-type: none"> Long/short vowel sounds Word stress Th sound R and l F,v and w 100 most mispronounced words in English 	Grammar preparation for student directed lesson Blog Google doc vocab sheet Individual and group tasks to practise areas covered in class Online dictionary pronunciation activities Tongue twisters 100 most mispronounced words in English activities, evaluation and feedback5	LW11 LW12 LW13

5	<p>Student led grammar lesson and related activity</p> <p>Pronunciation</p> <ul style="list-style-type: none"> • Final ed sound • Final s sound • Blends – sh and ch • Phoneme ph • Homonyms <p>Consolidation of grammar and pronunciation learning</p> <ul style="list-style-type: none"> • Telephone dialogue • Karaoke 	<p>Grammar preparation for student directed lesson</p> <p>Blog</p> <p>Google doc vocab sheet</p> <p>Individual and group tasks to practise areas covered in class</p> <p>Dialogue preparation</p> <p>Karaoke preparation</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p>
6	<p>Student led grammar lesson and related activity</p> <p>Idioms and slang (Cultural differences)</p> <p>Phrasal verbs</p>	<p>Grammar preparation for student directed lesson</p> <p>Blog</p> <p>Google doc vocab sheet</p> <p>Visual representation of idioms</p> <p>Idioms presentation</p> <p>Kahoot quiz creation</p> <p>Reading comprehension</p> <p>Phrasal verb consolidation activities</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p>
7	<p>Student led grammar lesson and related activity</p> <p>Think business – Four skills analysis</p> <p>The business phonecall</p> <p>Role plays</p> <p>Leaving messages</p> <p>Making appointments – The business Lunch</p>	<p>Grammar preparation for student directed lesson</p> <p>Blog</p> <p>Google doc vocab sheet</p> <p>Find an article on line in order to create a reading comprehension for a peer</p> <p>Dialogue for the business phonecall</p> <p>Recording/leaving voicemail messages</p> <p>Making appointments</p> <p>Individual working style</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p> <p>WW4</p>
8	<p>Student led grammar lesson and related activity</p> <p>Formal and informal email styles</p>	<p>Grammar preparation for student directed lesson</p> <p>Blog</p> <p>Google doc vocab sheet</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p>

	<p>Writing emails Common mistakes Evaluating emails and giving feedback Case study -The business trip</p>	<p>Formal and informal phrasing activities Writing and sending emails The business trip – peer activity and email contact</p>	WW4
9	<p>Student led grammar lesson and related activity</p> <p>Informal and formal writing</p> <p>Comparing and contrasting informal and formal letter styles Writing informal and formal letters</p> <p>Comparing and contrasting cover letter styles</p>	<p>Grammar preparation for student directed lesson Blog Google doc vocab sheet</p> <p>Writing informal and formal letters Replying to letters received</p> <p>Creating phrase banks Finding examples of cover letters Writing a cover letter for a desired job vacancy</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p> <p>WW4</p>
10	<p>Student led grammar lesson and related activity</p> <p>CVs and resumes</p> <ul style="list-style-type: none"> • Examples • Structure • Content • Phrase banks <p>Comparing and contrasting objective statements Case study – The job advert</p>	<p>Grammar preparation for student directed lesson Blog Google doc vocab sheet</p> <p>Searching for job adverts of interest Writing objective statements Writing a cv Writing a cover letter Reading comprehension</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p> <p>WW4</p>
11	<p>Student led grammar lesson and related activity</p> <p>Job interviews</p> <p>Evaluating your own personal strengths and weaknesses and those of others Linking skills and abilities to given job adverts Anticipating interview questions and techniques</p>	<p>Grammar preparation for student directed lesson Blog Google doc vocab sheet</p> <p>Linking skills and abilities to chosen job adverts Interview question preparation</p>	<p>LW11</p> <p>LW12</p> <p>LW13</p> <p>WW4</p>

	Sharing and evaluating experiences The interview game Exam preparation Practise interviews		
12	Student led grammar lesson and related activity Case study - The interview Exam preparation Practise interviews	Grammar preparation for student directed lesson Blog Google doc vocab sheet Interview question preparation	LW11 LW12 LW13 WW4
13	Student led grammar lesson and related activity Presentations <ul style="list-style-type: none"> • Communication channels • Self-reflection • Impromptu presentations • Giving feedback • Evaluating online presentations 	Grammar preparation for student directed lesson Blog Google doc vocab sheet Filming themselves and self-reflecting Presentation preparation Evaluating online presentations	LW11 LW12 LW13 WW4
14	Presentations <ul style="list-style-type: none"> • Communication channels • Self-reflection • Giving feedback • Evaluating online presentations 	Filming themselves and self-reflecting Presentation preparation Evaluating online presentations	LW11 LW12 LW13 WW4

More information can be found on the IM calendar and the FIBS calendar. You can find the calendars here:
[jaarkalender FIBS 2018-2019](#)

Study load hours

Study load hours are the total number of hours (of 60 minutes each) a student has to spend on an MODULE.

Type of study load hours (1 ECTS = 28 clock hours SBU)	Number of hours (60 minutes)
Lectures ¹ 14x7x45	73.50
Self-study ²	346,50
Total 15 ECTS for this course	420

Registration for tests

If students want to take part in tests belonging to an MODULE then they are obliged, by means of ProgRESS, to register for these tests. They must also register themselves when an MODULE is not concluded with a written exam or when students are exempted from an exam. **Students who have not registered themselves are unable to receive marks or grades in ProgRESS.**

Plagiarism and fraud

In higher education, plagiarism is (ethically) unacceptable. It is considered fraud. FIBS uses software programmes to detect and locate plagiarism. For further information, please see information article 37 of the OER 2015-2016, the booklet “Hoofdlijnen Auteursrecht”, and a note on plagiarism (<http://www.fontys.nl/FacilitairBedrijf/auteursrecht.en.plagiaat.43612.htm>).

¹ Lectures have a maximum of 90 students.

² Self-study hours are hours that a student has to spend on an LA besides lecture hours, tutorial hours, etc.