

**Abdelmalek Essaadi University
Faculty of Letters and Humanities
Department of English Studies**

**Spring 2019
Section: S2/Group 1 & 3
Room: 10**

Course: Business Communication

Time: Tuesday 8:00am – 10:00am (Group 1); 10:00am – 12:00pm (Group 3)

Instructor: Ms. Oumama Kabli

Office Hours:

Email: oktetouanenglish@gmail.com; I will usually respond to emails within one to two business days. Please contact me here for any urgent or personal matters related to the class.

Course Website: <https://oktetouanenglish.weebly.com>

Facebook Page: English at the University-Tetouan

Course Description: This course aims to familiarize students with Business English, with a focus primarily on how we interact with professionalism in the workplace and evaluating our own development and happiness as professionals. We will aim to develop critical thinking skills and high-level analysis through case studies and in-class activities geared towards making you comfortable with speaking English in a professional setting. Mastery of vocabulary will be a priority, in addition to developing core language competencies (read, writing, listening, and speaking).

Required texts: *Start With Why: How Great Leaders Inspire Everyone To Take Action*, By: Simon Sinek; online text available on course website in PDF format

Class Expectations:

- 1) Respect one another.
- 2) Be prepared for class. Bring paper and pens/pencils and any other school supplies.
- 3) Be on time.
- 4) Only use English in the classroom.
- 5) No cellphones in class unless explicitly instructed to use them.
- 6) Do assigned work and adhere to deadlines.
- 7) Absolutely NO plagiarism.

Participation and Attendance:

Attendance is expected, however attendance will not be counted as part of the course grade because of the understanding that many students are commuting from far away. I expect ALL students to participate in every class activity we have.

Plagiarism, Cheating, and Academic Integrity:

Plagiarism is the presentation of someone else’s ideas, words, or artistic, scientific or technical work as one’s own creation. Using the idea or work of another is permissible only when the original author is identified and cited appropriately. Paraphrasing and summarizing, as well as direct quotations, require citation of the original source. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with the professor. Plagiarism will not be tolerated in this course.

Unit Topics:

Week 0 (February 12, 2019)	Introduction, Syllabus Overview, Expectations & Icebreakers
Week 1 (February 19, 2019)	Writing a Resume / Proper Email Practices
Week 2 (February 26, 2019)	Writing a Cover Letter
Week 3 (March 5, 2019)	Getting Ready for a Job Interview
Week 4 (March 12, 2019)	Job interviews: Common Questions and How to Answer Them
Week 5 (March 19, 2019)	Work Organization (Distribution of Departments and Responsibilities Inside a Company)
Week 6 (March 26, 2019)	Small Talk and Corporate Culture
Week 7 (April 2, 2019)	Negotiating
Week 8 (April 9, 2019)	Introduction of Simon Sinek's book <i>Start with Why</i>
Week 9 (April 16, 2019)	Carrots and Sticks (Chapter 2)
Week 10 (April 23, 2019)	The Golden Circle (Chapter 3)
Week 11 (April 30, 2019)	When WHY Goes Fuzzy (Chapter 11)
Week 12 (May 7, 2019)	The New Competition (Chapter 14)

Grading:

Final exam: 100%

***** This syllabus is subject to change at the instructor’s discretion*****