



BUSINESS ENGLISH SYLLABUS 2020-21

Communicate *effectively*.

Instructor:
Mr./Coach Michael Song
Room: **N122**

Email:
michael.song@houstonisd.org

Tutorials:
Tuesdays & Thursdays during
lunch 1st 30 mins.

COURSE DESCRIPTION

In Business English, students enhance communication and research skills by applying them to the business environment, in addition to exchanging information and producing properly formatted business documents using emerging technology.

UNIQUE COURSE BENEFITS: Real Business Applications

This course develops hard *and* soft skills with authentic cases, examples, documents, etc. used in businesses and corporations for “real-world” business application. Learning objectives include:

- College application
- Resume / job applications
- Letters & memos
- Operational manuals
- Marketing communications
- Digital portfolio
- Develop, present, and pitch ideas
- Professional & interpersonal skills

EXPECTATIONS

Academic. Maintain a high level of academic integrity. Cheating is defined as giving or receiving aid on any individual assignment, be it homework or during an exam. If a student cheats from another student, both students will receive a zero that neither student can make-up.

Behavior. Workplace etiquette is synonymous with positive classroom behavior. Students will be expected to conform to school and district expectations of student behavior. Infractions for disruptions (excessive talking, sleeping, cell phone use, profanity, etc.) will follow the guidelines laid out in the Student Code of Conduct. 1st infraction will be a warning, 2nd infraction will be a parent/student conference, and a 3rd infraction will be a written referral to the Discipline Office. No exceptions and no excuses will be made. *Usage of cell phones/mobile devices may lead to confiscation.*

Classroom Procedures. Each student will be provided with clear daily classroom procedures.

COURSE GRADING

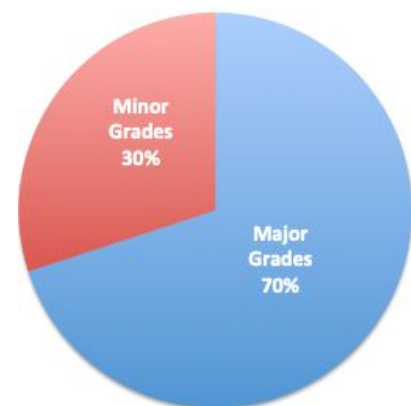
Each 6-week Cycle will consist of Major and Minor Deliverables (grades), and each semester will consist of three (3) Cycle Grades and (1) Final Exam Grade. Progress Reports are based on the first three (3) weeks of each Cycle.

Major Deliverables include:

- Projects
- Presentations
- Major assessments (tests/exams)
- Minimum two (2) Major Deliverables per Cycle; one (1) per Progress Report

Minor deliverables include:

- Daily assignments and assessments
- Portfolio checks, Project deadlines
- Minimum eight (8) Minor Deliverables per Cycle





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Conduct Grade. Conduct grades reflect how the student may behave in the business workforce; and thus, they will affect academic scores. The two primary factors for Conduct Grades are meeting deadlines and work ethic/behavior.

Late Work. All deadlines must be met on time, and all assignments and tests must be completed on time. *LATE WORK WILL NOT BE ACCEPTED FOR FULL CREDIT.* A reduction of 20 points will be given to any major assignment turned in by the following Monday. No major assignments will be accepted after that Monday.

Absences. Students who are absent on the day an assignment is due are expected to turn in the assignment upon their return to the class. A student absent on the day of a test is expected to make up the test during tutorials or when scheduled with the teacher. **If the student does not report to make up the exam within the previously stated time frame, NO CREDIT (0%, ZERO) will be given for that test.**

Extra Credit. Extra credit will rarely be made available. These assignments are not mandatory and will be at the teacher's discretion.

Grade Change Forms. Grade Change Forms must be submitted by the last day of the following cycle - NO EXCEPTIONS according to HISD policy.

Grading Calendar & Progress Reports. Each semester, students will be provided with a grade calendar.

Retake Policy. According to HISD School Guidelines, "a student may be allowed a reasonable opportunity to make up or redo a class assignment or examination for which the student received a failing grade." Only major grades are eligible for a retake. At the teacher's discretion, students may be required to complete a remediation task prior to retesting. Potential tasks may include:

- Attend tutorials
- Complete prerequisite homework
- Complete test corrections

Alternative major grades (projects, essays, other long term assignments, etc.) are subject to teacher discretion for retake approval.

- Retake must be completed within one week of original test grade being posted in Grade Speed.
- Retakes are for grades 70 and below only. Retakes are not allowed for final exams.
- Students with absences still have the opportunity to have a retake once they make-up an exam.

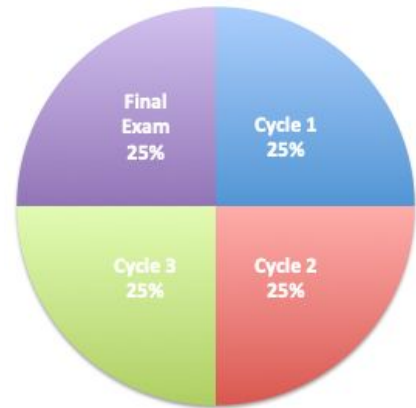
MATERIALS & SUPPLIES

Students will need to have on a daily basis:

- Pen (black or blue ink only)
- Laptop
- 1.5" Binder, white with clear cover

Students will also need for projects:

- \$2 for Bulb Digital Portfolio subscription
- Misc. materials (student/team preference)





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COURSE CURRICULUM OUTLINE

Business English is a course on English skills in a business setting.

CYCLE 1: COMMUNICATION, TEXT, VISUALS

Major Deliverable(s): Biographical Presentation, Presentation on Effective Communications (Team)

Students will learn the fundamentals of effective, efficient writing and communications using media tools, fundamentals of team collaboration, and how to present oneself. Students will create various presentations, including a professional bio, and will practice effective communications highlighting integrity, professionalism, improving communications, communications barriers, nonverbal communications, and time management. Continuous business vocabulary practiced.

CYCLE 2: RESUMES, COLLEGE/JOB APPLICATIONS, INSTRUCTIONS AND OPERATIONS MANUALS

Major Deliverable(s): Resume, College Application/College Essay, Operational Manual (Team)

Students will apply skills to write a great college application and essay, develop a standout resume, and write operational instructions. Examples of each type of writing will be examined. Students' final drafts will have been edited and correctly revised to meet all criteria and appropriate for the intended audience. Continuous business vocabulary practiced.

CYCLE 3: DIGITAL PORTFOLIO, PROFESSIONAL NETWORK

Major Deliverable(s): Professional Electronic Portfolio, Business Card, Professional Network Development

Students will convert college resume and About Me content to successfully prepare tools and practices for networking, business development, and career seeking, including a digital portfolio, business cards, and a professional network. Students will evaluate and analyze model examples of electronic portfolios. Students' final projects will be launched for presentation to an interested stakeholder and/or potential employer.

Guest speakers and business professionals will be invited to speak to classes and provide real world experiences. Continuous business vocabulary practiced.

CYCLE 4: BUSINESS LETTERS/MEMOS, MARKETING COMMUNICATIONS

Major Deliverable(s): Proposal Components, Advertisement, Memo/Letter Proposal (Team)

Students will learn to write and develop the components of a sound business letter and memo proposal. This process touches on ethics and legal implications, persuasion, support and market research, idea implementation, media evaluation and strategy, targeting, purpose, and how to determine fact or fiction using key words. Students will then produce an original multimedia presentation that includes graphics, images, and sounds to appeal to a specific audience, and share it with the class. Continuous business vocabulary practiced.

CYCLE 5: ANALYTICAL ESSAY



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Major Deliverable(s): Analytical Research Essay (2), Market Research Report (Team)

Students will apply essay writing to business analysis. Through classroom activities, students will evaluate research techniques, interviews, and visual materials to produce a written business report evaluating business proposals, telecommunications methods and marketing campaigns, and brand ethics. This process will entail in-depth essay writing, writing with precision, research and cited sources, multimedia support, and review of sentence structure. As part of the project, students will design surveys and interviews to gather class opinions regarding telecommunications ethics and etiquette.

CYCLE 6: SHARK TANK BUSINESS PROPOSAL & PRESENTATION

Major Deliverable(s): Business Plan Proposal (Team), Business Pitch & Presentation (Team)

Invest or not invest? Cycle 6 is the culmination of all skills developed in the course with a full business plan proposal and presentation, evaluated by real-world business professionals. Students will develop a fresh business concept and describe the business, its product/service, the unique proposition, market research, sales model, operational execution, and marketing plan. Students will learn how to develop a concise and effective Executive Summary, as well as discern a business plan from a business pitch and presentation. As part of the project, students will design surveys and interviews to gather data on viability of the business. Students will present their completed telecommunications business reports orally as proposals in a simulated business/workplace situation. Students will also practice active listening skills, evaluation feedback, professionalism and various business interviewing techniques by asking appropriate questions, discussing communication problems in different business environments, and identifying ways to improve communication and communication skills.

Awards and prizes for top teams!



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STUDENT

I have read, am familiar with, and accept the requirements and expectations of the entire syllabus packet for Mr. Song's Business English class.

Student signature: _____

Printed student name: _____

Class Period: _____

Student email address (one that you check regularly, please):

PARENT/GUARDIAN

You have two options. You can sign and fill out the form below, or you can email me at **michael.song@houstonisd.org** to acknowledge that you have read the syllabus packet. If you email me, make sure to respond with your complete contact information (phone numbers and alternate email addresses). This offers the opportunity to communicate any information you feel is important for me to know so that I can help your son or daughter to be successful this year. Please make sure to include the name of your son/daughter in the subject line of the email.

If you are unable to email (or do not wish to do so), please sign and fill out the information below.

I have read the syllabus, assignment and classroom expectations for Mr. Song's Business English class.

Parent/Guardian signature: _____

Printed Parent/Guardian name (please print): _____

Email address: _____

Home telephone: _____

Work telephone: _____

Please offer any additional information you would like to share here: