



Syllabus (2021-Fall)

Course Title	Business and Technical English (Hybrid - Online and Offline)	Course No.	10597-01
Department/ Major	All Departments/Majors	Credit	3
Class Time/ Classroom	Monday 11:00-12:15, Thursday 12:30-1:45/ Posco 454		
Instructor	Name: Brian Ridgeway	Department: Global Language Education Office	
	E-mail: ridgeway3@gmail.com	Telephone: 010.2394.0044	
Office Hours/ Office Location	Online Office Hours - Daily; On-campus Office Hours - To Be Announced/ ECC B125		

I . Course Overview

1. Course Description

Business and Technical English is designed to help students land an entry-level job (or gain admission to graduate school) and accelerate their careers. It is open to all students, no matter their course of study or departmental affiliation. Students will hone essential skills for 21st century workplace success such as writing professionally, delivering presentations, facilitating meetings, personal branding, socializing, networking, problem-solving, anticipating needs, taking initiative, and negotiating. That said, the primary focus of the course is helping students get jobs or go to graduate school.

Written Communication - Students will write professional emails, resumes, cover letters, and personal statements.

Oral Communication – Students will give presentations, sit for job/graduate school interviews, take part in meetings, network, socialize, and negotiate.

The class will be collaborative and student-centered in nature with a great deal of discussion, interaction, and peer feedback. The goal is to further students' confidence to stand out among their peers and advance quickly in their chosen professions.

2. Prerequisites

None.

3. Course Format

*** **Due to Covid-19, this course will be offered as a hybrid model.** Students can choose to participate either online or offline (face-to-face). To accommodate online students, the class will be livestreamed on Zoom. There will be no difference in how students are graded, whether they choose to participate online or offline. On certain days, however, the class will be taught asynchronously, and the class will not meet in real-time. The instructor will upload lecture videos and students can watch them at their convenience, as often as they wish.

The instructor will keep regular office hours on campus for students who would like face-to-face assistance. For those who would rather not come to campus and receive assistance online, the instructor will be available seven days a week.

Lecture	Discussion/Presentation	Writing	Other
30 %	40 %	20 %	10 %



4. Course Objectives

Students will receive practical skills-based training that aims to help them develop the competencies that are needed for their future careers or future studies:

General Writing Skills – conciseness, appropriate language, levels of formality, jargon, tone, active and passive voice

Professional Writing – resumes, cover letters, and personal statements; tips for better business writing (formal and informal), emails (formats, content, key phrases, salutations, and signoffs)

Presentations – general structure for various types of presentations, presenting information in an engaging way (hooks, transitions, and memorable conclusions), effective delivery (charisma, voice, pace, and body language), successful slide-making, and handling questions

Interviews – how to make a good first impression, selling yourself, demonstrating competence and passion

Meetings – the language of meetings (agreeing disagreeing, hedging, interrupting, etc.); getting your point across tactfully (tentative statements, qualifiers, softeners, polite introductory phrases, etc.)

Networking and socializing – introducing yourself, keeping a conversation going, describing your job and company, ending small talk tactfully, overcoming the fear of mingling, asking for recommendation letters and identifying recommenders, global etiquette, and basic misconceptions

Negotiating – the art of persuasion, making proposals, bargaining, probing, making concessions, etc.

Telephoning – planning, checking understanding, problem-solving, complaining, and apologizing

5. Evaluation System

Resume/Cover Letter	Speech	Presentation	Job Interview	Business Letter	Mock Meeting	Participation	Attendance
20%	15%	15%	10%	10%	10%	10%	10%

*** **Grading system: Absolute** (students are evaluated based on their accomplishments instead of their relative position within a certain group).

II. Course Materials

All materials will be provided by the instructor and available for download on the Ewha Cyber Campus.

*** **Students do not need to buy a textbook for this course.**

III. Course Policies

Attendance: more than 9 classes absent = failure, 3 times late = 1 absence

* **The contents of this syllabus are not final—they will be updated.**



IV. Course Schedule (At least 15 credit hours must be completed.)

Week	Date		
Week 1	9/2	Class Focus	Introduction and Course Overview Student Expectations Survey Professional Writing (Business Letters and Emails)
		Assignments	
Week 2	9/6 9/9	Class Focus	Resumes, Cover Letters, Personal Statements, and Statements of Purpose
		Assignments	
Week 3	9/13 9/16	Class Focus	Culture Profile Socializing and Networking
		Assignments	Business Letter
Week 4	9/20 9/23	Class Focus	Chuseok Holiday (9/20) Socializing and Networking (continued)
		Assignments	Resume and Cover Letter
Week 5	9/27 9/30	Class Focus	Interview Skills
		Assignments	
Week 6	10/4 10/7	Class Focus	National Liberation Day Holiday (10/4)
		Assignments	Job Interview
Week 7	10/11 10/14	Class Focus	Hangeul Proclamation Day Holiday (10/11)
		Assignments	
Week 8	10/18 10/21	Class Focus	Midterm Exam Period (10/21) Public Speaking Skills
		Assignments	
Week 9	10/25 10/28	Class Focus	



Week	Date		
Week 10	11/1 11/4	Assignments	5-Minute Informative Speech
		Class Focus	The Language of Meetings
		Assignments	
		Class Focus	The Language of Meetings (continued)
Week 11	11/8 11/11	Assignments	
Week 12	11/15 11/18	Class Focus	Negotiation
		Assignments	
Week 13	11/22 11/25	Class Focus	Presentation Skills
		Assignments	Mock Meeting
Week 14	11/29 12/2	Class Focus	Presentation Skills (continued)
		Assignments	
Week 15	12/6 12/9	Class Focus	21 st Century Workplace Issues
		Assignments	
Week 16	12/13 12/16	Class Focus	
		Assignments	Monroe's Motivated Sequence Presentations
Makeup Classes (3)	To Be Announced		



V. Special Accommodations

* According to the University regulation #57, students with disabilities can request special accommodation related to attendance, lectures, assignments, and/or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' requests, students can receive support for such accommodations from the course professor and/or from the Support Center for Students with Disabilities (SCSD).