



COURSE SYLLABUS

School:	Business	Campus: I
Professor:	Alex D. Rosário	
Subject:	English as Second Language	

SUBJECT	AREA	WORKLOAD (HOURS)
Business English	International Business	40 hours

SYLLABUS

This is a specialized ten-unit course designed to help non-native speakers of English communicate effectively in business situations. This course is focused on orals and written skills that prepare nonnative speakers of English to give presentations (both individual and group), to handle audience questions, to run an effective business meeting.

CONTENTS

Business English is taught based on the Communicative Language Approach (CLT). Learners are involved in real situations to acquire the communicative competence in the target language. In classroom, lessons are learner-centered by using authentic materials.

Key topics to be developed:

- 1 English Learning Strategies
- 2 Quality Management System (QMS)
- 3 Publicity & Advertisement
- 4 Customer Relationship Management (CRM)
- 5 Supply Chain Management (SCM)
- 6 International Marketing
- 7 Environmental Management System (EMS)
- 8 International Accountancy
- 9 Canvas Business Plan
- 10 Booking a Hotel

Grammar will be introduced in a contextualized way so that the students may absorb the contents while dealing with the topics.

REFERENCES

Houaiss, Antônio. Mini-Webster's Dictionary. English / Portuguese, Portuguese / English. Record.

Torres, Nelson. Gramática Prática da Língua Inglês: O Inglês Descomplicado. São Paulo, Ed. Saraiva 2001.