

Foundations of Business Interactions 2

Course Title	Foundations of Business Interactions 2		
Course Code	ENG121	Course Type	Free Elective
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	To prepare students for the English requirements of a program of study at SolBridge. SolBridge has the mission of educating the next generation of Asian Thought leaders. That mission begins with proficiency in English.
2. Asian Expertise	15	
3. Creative Management Mind	5	
4. Cross Cultural Communication	30	
5. Social Responsibility	25	

Course Description

This course is a practical, contemporary, and challenging communications course with a strong international business theme. It is designed for those students wishing to build a foundation of cross-cultural English communication. The emphasis of the course is on clear, effective communication within small group scenarios. Course content is divided between the soft skills of peer to peer communication and the hard skill of basic business terms and concepts.

Learning and Teaching Structure

The course will be implemented as a combination of lectures, discussions, as well as individual and group assignments. Attendance and full participation in the Communication Study Group is required to be considered for completion of the course.

The course will be conducted using a variety of textbook exercises, in-class handouts and multimedia tools designed to challenge students and provide practical skill development through guided discovery and practice.

Assessment	%	Text and Materials
Attendance	20	Title: Market Leader Intermediate
Participation	10	Edition: 3rd edition
Assignments	20	Author(s): Cotton/Falvey/Kent
Midterm Examination	20	Publisher: Pearson Longman
Final Examination	30	ISBN-13: 978-1-408-23695-6

Course content by Week

1	Course Overview, Personal Introductions, Assessment
2-3	Unit 1: Brands and Unit 2: Travel
4-5	Unit 3: Change and Unit 4: Organization
6-7	Unit 5: Advertising and Unit 6: Money
8	Review and Midterm Exam
9-10	Unit 7: Cultures and Unit 8: Human Resources
11-12	Unit 9: International Markets and Unit 10: Ethics
13-14	Unit 11: Leadership and Unit 12: Competition
15	Review– Final Exam