

תאריך עדכון: 11.7.24

## הפקולטה למדעי הרוח

### אנגלית למטרות קריירה

#### *English for Career and Professional Purposes*

שם המרצה: Ms. Sandra Ashri

סוג הקורס: שיעור פרונטלי

היקף שעות: 2 שעות סמסטריאליות

סמסטר: א'

תשפ"ה

שנת לימודים:

16:00

יום רביעי

מספר קורס: 36-9999-01

א. מטרות הקורס ותוצרי למידה (מטרות על / מטרות ספציפיות):

#### מטרת הקורס-

**A. Course objectives:** This course aims to enhance students' communication skills in English for career and professional purposes, specifically in the areas of speaking, reading, writing, and listening. Students will learn how to effectively communicate through different modes of communication, such as email, CV or bio, job interviews, and presentations. By the end of the course, students will be able to compose and respond to emails, create professional resumes or bios, conduct job interviews, and pitch new ideas to investors or clients using appropriate language for business purposes.

#### תוצרי למידה-

#### Learning outcomes:

##### Speaking:

- Demonstrate clear and effective verbal communication skills.
- Build confidence in public speaking.
- Use appropriate vocabulary, tone, pace, and volume for different speaking situations.
- Listen actively and respond appropriately to questions and feedback.

##### Reading:

- Develop critical reading and comprehension skills.
- Identify and interpret key information from various sources.
- Apply analytical skills to understand different business cultures.

##### Writing:

- Develop clear and concise writing skills.
- Understand and use appropriate business writing conventions and formats.
- Demonstrate effective writing skills for various purposes (e.g., emails, letters, CVs, bios).

##### Listening:

- Develop critical listening skills and understand the importance of active listening.
- Demonstrate the ability to analyze and interpret information from spoken sources.
- Understand the importance of nonverbal communication cues.

##### Overall:

- Develop effective communication skills for the workplace.
- Understand the importance of cultural awareness and diversity in the workplace.

- Demonstrate the ability to work collaboratively with others.
- Understand and apply appropriate business practices and ethics.
- Develop problem-solving and decision-making skills in various business contexts.
- Apply effective time management and organizational skills to meet deadlines.

## ב. תוכן הקורס:

### General Description of the course:

This course is an ESL (English as a Second Language) business course that focuses on developing communication and professional skills in the workplace. The course is designed for non-native English speakers who are interested in improving their speaking, reading, writing, and listening skills in order to gain access to international business opportunities in Israel and abroad. Throughout the course, students will learn about various business cultures, work culture, and dress codes in different countries, as well as how to introduce themselves and their company, make small talk with clients and managers, write professional emails and response letters, and develop effective presentation skills. Additionally, students will learn about effective teamwork and collaboration, as well as strategies for job interviews and pitching business ideas to investors or clients. Assignments throughout the course will allow students to practice and apply the skills and strategies they have learned, culminating in a final presentation where they pitch a new business idea to an investor or client.

### Course Procedures:

The course of the lessons utilizes a variety of teaching methods and technologies to create an engaging and interactive learning experience for students. In addition to traditional classroom presentations and discussions, students will be expected to participate in role-playing activities, case studies, and group work. To facilitate their learning, students will have access to online resources such as TED Talks and articles related to business culture and communication. Technology will also be integrated into the course, with students utilizing online tools to practice composing professional emails, CV's and response letters. Additionally, the course may feature guest lecturers who will share their insights and experiences related to communication and business. Throughout the course, students will be expected to actively participate in class discussions and group activities, as well as complete assignments that will assess their understanding of the course material.

### Detailed Course Syllabus:

Lesson #	Topic:	Materials:	Outcome:	Assignment:
1.	Writing emails & response letters	Students will learn how to write effective emails. Students will be introduced to the basic structure of an email.		
2.	<b>Discuss dress codes.</b> Students research various business cultures: students are divided into groups and assigned a specific culture to research and represent. The cultures could include American, Middle Eastern,	Vocabulary: Key Concepts in the specific field (Life Science – Humanities) Read the article “Ask a Manager” Write a response email to Ask a Manager,	<b>Outcomes for lessons 1 &amp; 2:</b> Students can write clear and concise emails that convey their message effectively, and learn how to use appropriate tone, structure, and language for different purposes and	



	African, European, & Japanese.		audiences.	
3.	Let's CHAT GPT Students will learn how to use CHAT GPT to check their emails for grammar and spelling errors. <b>Students will learn how to PROMPT CHAT GPT</b>	<b>Outcome module 1:</b> A. Students can write a response letter to a customer and learn how to address their concerns or complaints in a professional and respectful manner and offer solutions or alternatives. B. Students can introduce themselves and their company in a concise and interesting manner.	<b>Assignment 1:</b> Submit <i>the process</i> of composing an email or a response letter using CHAT GPT as a tool. = 25% of class grade	
Lesson #	Topic:	Materials:	Outcome:	Assignment:
4.	<b>NETWORKING</b> Students role-play making "small talk". Present & practice relevant vocabulary. Students introduce themselves and their company – Each student is given a set amount of time to introduce themselves and their company to other students to potential business contacts. Feedback: After each introduction, the facilitator should provide feedback to the student on their delivery and content. This feedback could include suggestions on how to make the introduction more engaging & to emphasize the most important points.	Students research online good (& bad) examples of topics and dialogues for "small talk".	see lesson 6...	
5.	<b>CV or BIO Writing</b> Students are introduced to the basic structure of a CV or bio and learn how to highlight their skills and achievements.	Find appropriate templates for each student's CV. Begin the process of composing a CV or Bio.	see lesson 6...	
6.	- Introduce the importance of teamwork in business and discuss the benefits of effective teamwork.	Discuss examples of teamwork in business and how it has contributed to success. use case studies to illustrate.	<b>Outcome module 2:</b> A. students can engage in small talk with business associates. B. Students can	<b>Assignment 2:</b> Submit a CV or a Bio or a LINKEDIN Profile = 25% of class grade



		<p>Websites that facilitate teamwork in business:  <b>Trello:</b> a project management tool that allows teams to collaborate and organize tasks.  <b>Slack:</b> a messaging platform that allows teams to communicate in real-time and share files.  <b>Asana:</b> a project management tool that allows teams to assign tasks and track progress.  <b>Basecamp:</b> a project management tool that allows teams to collaborate, share files, and communicate.</p>	<p>compose a professional CV &amp; Bio.                  C. Students will learn the importance of teamwork in business and gain valuable skills in collaboration, communication, and problem-solving. The suggested websites can also help students practice these skills in a real-world</p>	
Lesson #	Topic:	Materials:	Outcome:	Assignment:
7.	<b>JOB INTERVIEW:</b> Students will learn how to prepare for and conduct job interviews.	Watch video clips of both good and bad job interviews. Analyze the performance of the interviewee.	See lesson 9 for outcomes:	
8.	Students will role play job interviews and analyze them.	In pairs students will conduct and video their job interviews. Students will give one another constructive feedback on their job interviews.	See lesson 9 for outcomes:	
9.	Students will listen to TED Talks on how to succeed in business,	Students will analyze the strategies and techniques used by successful business leaders to develop their own critical thinking and problem-solving skills.	<b>Outcomes module 3:</b> Students will learn the importance of teamwork in business and gain valuable skills in collaboration, communication, and problem-solving. The websites will help students practice these skills in a real-world setting.	<b>Assignment 3:</b> In pairs; Video a role play of a job interview. Analyze the positive and negative aspects of the interview. =25% of class grade
Lesson #	Topic:	Materials:	Outcome:	Assignment:
10.	<b>ELEVATOR PITCH OR MARKETING – rewrite activities to include EP &amp; MARKETING (APPLE ads)</b> Introduce the concept of an elevator pitch and	Students will write and deliver an elevator pitch - a brief, persuasive speech that is used to spark interest in what you or your company does. <b>Canva:</b> Canva has templates and tools	Students will utilize websites that can facilitate an elevator pitch or a presentation.	

	why it's important in business.	for creating visually engaging presentations and elevator pitches. <b>Prezi:</b> Prezi offers a presentation tool that can help create engaging and dynamic elevator pitches. <b>Haiku Deck:</b> Haiku Deck is a simple and intuitive presentation tool		
11.	<b>BUSINESS PRESENTATION</b> Students will learn how to prepare and deliver effective business presentations.	Students will read a case study related to their field of interest, and analyze and interpret the information to identify the key issues and challenges, and develop solutions or recommendations	See lesson 12 for outcomes.	
12.	Students will practice their presentations in pairs and give each other constructive feedback.	Students will listen to TED Talks on entrepreneurship and learn about the characteristics and skills of successful entrepreneurs and develop their own entrepreneurial mindset and ideas.	<b>Outcomes Module 4:</b> Students will learn how to create and deliver an effective elevator pitch. They will have an opportunity to receive feedback and practice their skills, which can improve their confidence and effectiveness in future elevator pitch situations.	<b>Assignment 4:</b> Each student will prepare a 2-minute presentation on a business idea or a product they are passionate about. They should consider the skills and marketing strategies of successful entrepreneurs discussed during the module.
13.	Team leadership? Another topic to be decided			<b>Presentations</b>
14.	Tying up loose ends			<b>Presentations</b>

**Note:** This syllabus is subject to change according to the needs and progress of the class.

ג. דרישות קדם:

**C. Prerequisites for the course:**

Students who have an exemption from EFL Courses or who have successfully completed the EFL requirements.

#### D. Course Requirements:

- Attendance and participation in class activities and discussions. Attendance in at least 80% of the lessons is obligatory.
- Regular practice of speaking, reading, writing, and listening skills.
- Active engagement in peer feedback and collaboration.
- Successful completion of all four assignments.

#### ה. מרכיבי הציון הסופי:

**E. Assessment:** each student must submit all four assignments, each assignment =25% of the final class grade.

**Week 3 Assignment #1 = 25% of class grade**

Understand and apply effective strategies for composing professional emails and response letters.

**Week 6 Assignment #2 = 25% of class grade**

Develop a professional CV or bio that highlights key skills and experiences.  
Understand and provide feedback on others' CVs and bios.

**Week 9 Assignment #3 = 25% of class grade**

Understand and apply effective strategies for job interviews and elevator pitches.  
Develop and demonstrate effective teamwork skills.

**Week 12 Assignment #4 = 25% of class grade**

Develop and apply effective presentation skills and techniques.  
Understand and apply effective strategies for pitching new business ideas to investors or clients.

#### ו. ביבליוגרפיה:

#### E. References:

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6. Blanchard, K., & O'Connor, M. (2019). The New One Minute Manager. William Morrow.
7. Grant, D., & Pollock, P. (2016). International Business Communication: Skills and Strategies for Success in the Global Workplace. McGraw-Hill Education.
8. Lannon, J. M., & Gurak, L. J. (2018). Technical Communication. Pearson.
9. Rosen, L. (2019). The Power of Business Etiquette: A Guide to Polite and Professional Behavior in the Workplace. Career Press.
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13. EnglishClub. (n.d.). Business English. <https://www.englishclub.com/business-english/>
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15. Harvard Business Review. (n.d.). Communication. <https://hbr.org/topic/communication>
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