

COURSE DESIGN FOR BUSINESS ENGLISH

1. Objectives

By the end of the module students will:

- 1.1 be able to identify and justify the basic principles of course design;
- 1.2 be able to identify the basic characteristics of business English
- 1.3 be aware of different types and sources of materials suitable for business English courses
- 1.4 be aware of different activities appropriate for use in business English courses
- 1.5 be able to set and justify objectives for business English courses;
- 1.6 understand the principles for the selection, grading and sequencing of content in business English courses;
- 1.7 be able to supplement and or adapt published materials for use in business English courses
- 1.8 be able to identify factors relating to syllabus evaluation;
- 1.9 be able to apply these procedures to a specific teaching situation.

2. Methods of Learning

Informal lecture inputs, seminars and workshops

3. Topics

Principles of Course Design
Needs and Goals
Course Content and Process

Characteristics of 'business English'
Materials selection, design and evaluation for business English
Methodology for business English programmes
Assessment in business English courses
Evaluation of courses

4. Bibliography

BARGIELA-CHIAPPININ F and C NICKERSON (Eds)

Writing business : genres, media and discourses Harlow : Longman, 1999.

BIZ-ED <http://www.bized.ac.uk> Institute for Learning and Research Technology, University of Bristol

BROWN, J. D. *The Elements of Language Curriculum*. Heinle & Heinle, 1995.

DUBLIN, F. and OLSHTAIN, E. *Course design: Developing Programs and Materials for Language Teaching*. Cambridge: CUP, 1986.

ELLIS, M & C JOHNSON *Teaching Business English* Oxford OUP, 1994

HOLLIDAY, A. *Appropriate Methodology and Social Context*. CUP, 1994.

NUNAN, D. *Syllabus Design*. Oxford: OUP, 1988.

OPP-BECKMAN L & K WESTERFIELD *Internet-Based Projects for Business*
http://aei.uoregon.edu/esp/tcis_biblio.html

RICHARDS, J. *The Language Teaching Matrix*. CUP, 1990.

WEST, R. *Needs Analysis and Language Teaching*. Language Teaching, 1994.

5. Assessment

The assignment is:

- briefly summarise the business English course you have planned in working through the module
- justify your planning decisions in terms both of the concepts and sources contained in the module, and also of your own ideas on course design.

You should aim at writing 4,000 - 5,000 words.

Co-ordinator : G.Haughton