SU. PROFESSIONAL MBA ENGLISH LANGUAGE COURSE DESCRIPTION
1999 - 2000 SPRING SEMESTER

COMPOSITION OF THE GROUP: 20 Professional MBA participants in two groups of 10 each.

LENGTH OF COURSE: 14 weeks

DAY/ HOURS PER WEEK: 3 hours of recitations per week. Two 90-minute recitations on Mondays and Thursdays between 5:00-6:30 pm.

PLACE: Karaköy - Minerva Han, MBA Office - Recitations/ Workshops/ Seminars Room

COURSE DESIGN: Dean of The Graduate School of Management, MBA Programs - Prof. Dr. Muhittin Oral
MBA Course Assistant - Ülkü Köknel
Foundations Development, MBA English Course Syllabus Designer - DilekTokay
Course Instructors - Emine Güreli and Robert Vazzo

RECITATIONS: Emine Güreli and Robert Vazzo

COURSE OBJECTIVE: Activating and improving participants' existing English language knowledge both in lexical and syntactical/structural terms with fine tune and practice via increasing opportunities for extensive and frequent reading, speaking, listening - note taking and writing skills and also in effective business communication terms in local and global context.

The key requirement of this objective is providing realistic, credible and relevant models of business environment for participants' analysis, production and feedback focusing on linguistic and communicative competence and confidence in both comprehension and expression.

GOAL - ATTAINMENT STRATEGIES WILL FOCUS ON GIVING GUIDANCE AND ASSISTANCE ON THE FOLLOWING:

LINGUISTIC COMPETENCE:
- Review of basic tenses, compound and complex sentence types and transitional devices for the comprehension of business texts
- Review of basic lexical items and collocations for detailed analysis and comprehension of business texts and extended discussions on them
- Accurate use of grammar and lexis in oral and written reports, projects and presentations

COMMUNICATIVE COMPETENCE IN BUSINESS ENVIRONMENT:
- Effective and constructive office interactions (asking for information/ permission, making inquiries, complaining, complementing, apologising and expressing appreciation/dislike/ inconvenience)
- Effective business correspondence (writing and interpreting letters/ faxes/ memos/ summaries)
- Effective telephone etiquette beginning and ending conversations, indicating purpose/ emphasis)
- Organised report writing skills
- Note-taking in business environments (telephone conversations/ interviews/ meetings/ seminars/ workshops/ conferences)
- Organisational skills (mindmapping, outlining, designing/ formatting/ interpreting flowcharts/ graphs/ maps/ diagrams, giving statistics/ ratios/ percentages/ figures)
- Holding/ chairing meetings/ interviews, organising seminars/ panels/ workshops, designing orientations/ feedback/ problem-shooting sessions (negotiating, arguing, agreeing, disagreeing, presenting opinion, making suggestions/ proposals, eliciting response, facilitating data, convincing, interrupting, turn-taking, paraphrasing/ reviewing/ reporting conversation, confirming/ clarifying points, asking for repetition, generating/ evaluating options/ link offers/ condition, reacting to conditional offers/ proposals)
- Supervising skills (giving instructions, describing processes, explaining reasons/ facts, reporting/ narrating events, urging/ motivating staff)

BEHAVIOURAL AWARENESS:
- Self assertiveness and positive/ constructive criticism
- Register and body language to convey, perceive and conceive meaningful messages in communication
- Understanding identity, values, norms, customs and cross-cultural differences in social and business contexts
- Team dynamics and interaction
- Effective time management
SKILLS INTEGRATION:
- Reading and thinking skills - scanning, skimming, note taking, mindmapping and outlining
- Letter and report writing
- Giving presentations and oral reports with care and attention on delivery skills, use of body language, regulation of tone, poise, content organization - introduction, body and conclusion
- Holding/ chairing meetings, taking part in interviews and negotiations
- Dealing with case studies for analysis evaluation and feedback

TECHNOLOGY:
- Preparing PowerPoint presentations
- Using CD ROMS, the INTERNET/ various web sites
- Designing group presentations with the use of OHP and VCR / various commercials/ documentaries
- Processing checklists/ worksheets using Word/ Excel
- Interpreting, producing or compiling handouts with visuals like charts/ graphs/ maps/ diagrams

ASSESSMENT & EVALUATION IN THE PROFESSIONAL MBA ENGLISH COURSE:
No exams are given in this course but active participation; team interaction, projects, reports and presentations are prerequisite. Overall assessment is based on the following components which are each an indication of attendance, involvement, and interaction within the frame of course guidelines and deadlines:

30% - Active participation in integrated skills activities,
40% - Oral and written reports and short presentations
30% - Final Assessment Presentations