

Introduction to Business English (28 x 100-minute periods)

[This plan loosely matches "Lesson Plan A" which you can find at widgepedia.com]

Course Description

This task-based course simulates the experience of working in an English-speaking company. In this course, students brainstorm new product ideas, pitch their ideas within the company, perform market research, design an ad campaign, and participate in a job interview.

The course starts with quite easy tasks, but quickly builds toward more challenging projects. Students must work in small teams to complete these projects, while taking turns being the project manager for their team. Active participation in English is required.

Students should expect to do 60-90 minutes of preparation work outside of class each week, and also to attend class actively and regularly.

Course Objectives

The primary goal of this course is to increase students' communicative confidence and to develop their general fluency in using English. A secondary goal is to develop practical work-related skills such as working in teams, giving presentations, preparing written reports and handouts, and more. Another secondary goal is to develop workplace-related vocabulary, expressions, and general pragmatic awareness.

Textbook

Widgets: A task-based course in workplace English. (2018, Atama-ii Books). Authors: Marcos Benevides and Chris Valvona. ISBN: 9781941140000. Distributor: englishbooks.jp

Schedule [This course meets for two 100-minute periods back-to-back each week]

WEEK 1

Lesson 1: Stage 1 (Welcome Aboard; Product Catalog) Student Book pages 2-7; Video 1.

Lesson 2: Stage 1 (Watercooler Chat; Dream Team) SB pages 8-11; Video 2 and 3; HW: complete & submit self-evaluation form on page 11.

WEEK 2

Lesson 3: Stage 2 (Think Outside the Box; Creative Inventions) SB pages 12-14

Lesson 4: Stage 2 (Project Brief) SB pages 15-17; HW: complete page 18.

WEEK 3

Lesson 5: Stage 2 (The Good and the Bad; Product Proposal) SB pages 18-21

Lesson 6: Stage 2 (Elevator Pitch) page 22-23; HW: to complete and submit Product Proposal form, Elevator Pitch video, and self-evaluation form on page 25.

WEEK 4

Lesson 7: Stage 2 (Elevator Pitch) view and evaluate elevator pitches

Lesson 8: Stage 3 (Call the Shots) page 26-29; HW: write up SWOT analyses on pages 30-31.

WEEK 5

Lesson 9: Stage 3 (SWOT analysis) discuss pages 30-31; complete page 32.

Lesson 10: Stage 3 (Product Review Memo) pages 33-34; HW: complete and submit Product Review Memo.

WEEK 6

Lesson 11: Stage 3 (Poster Presentation: Ready...) pages 35-37; Video 8, prepare poster

Lesson 12: Stage 3 (Poster Presentation: ...Set...) page 37; prepare poster, presentation script; HW: complete poster and practice for Poster Presentation.

WEEK 7

Lesson 13: Stage 3 (Poster Presentation: ...Go!) page 38; present Poster Presentation

Lesson 14: Stage 4 (Know Your Market; Project Brief) pages 40-42; Video 9; HW: self-evaluation form on page 39.

WEEK 8

Lesson 15: Stage 4 (Review the File; Asking the Right Questions) pages 43-47

Lesson 16: Stage 4 (Focus Group or Survey?) pages 44-47; HW: prepare for and organize your focus group, pages 46-47.

WEEK 9

Lesson 17: Stage 4 (Hold a Focus Group) pages 46-48

Lesson 18: Stage 4 (Analysis and Report) pages 49-51 [NOTE: this plan skips the presentation on pages 52-54; the speaking task is the Focus Group session itself]; HW: complete and submit Market Research report and self-evaluation form on page 55.

WEEK 10

Lesson 19: Stage 4 (Get the Word Out) pages 56-58; Video 11

Lesson 20: Stage 5 (Review the File; Media Blitz) page 59-61; HW: complete and prepare more ideas for discussion next class, such as on pages 60-61.

WEEK 11

Lesson 21: Stage 5 (Media Blitz; Miki's Ad Campaign Presentation) page 62; Video 12; Discuss pages 60-61

Lesson 22: Stage 5 (Video Commercial; Organize Presentation) pages 63-69; HW: continue preparations.

WEEK 12

Lesson 23: Stage 5 (Bringing it All Together) pages 66-69; preparation for presentation

Lesson 24: Stage 5 (Preparation for Presentations) pages 66-69; HW: practice presentation

WEEK 13

Lesson 25: Stage 5 (The Main Event) page 70; present Ad Campaign Presentation

Lesson 26: Stage 6 (Write Resume and Cover Letter) pages 75-79; HW: complete and submit a resume, cover letter, and self-evaluation on page 71.

WEEK 14

Lesson 27: Stage 6 (The Job Interview) page 80-81; Video 14

Lesson 28: Stage 6 (The Job Interview) page 82

Assessment

Stage 2: Product proposal, video pitch..... (15%) DUE END OF WEEK 3

Stage 3: Product memo, poster presentation..... (15%) DUE WEEKS 6 AND 7

Stage 4: Marketing report, focus group..... (20%) DUE WEEKS 9 AND 10

Stage 5: Ad campaign, ad presentation..... (20%) DUE WEEK 13

Stage 6: Resume, in-class job interview.....(15%) DUE WEEK 14

Active participation..... (15%) ONGOING

Regarding assessment:

- "Active participation" includes completing self-evaluation forms, a team manager interview, and out-of-class homework and preparation.
- In-class participation and out-of-class preparation are both required to do well in this course. Students who are often absent, or who refuse to participate actively in class, will find it difficult to pass.
- Each student will schedule a one-on-one interview with the teacher after they have been project manager for their team. Normally this is be done outside of class time.