

科目コード／科目名 (Course Code / Course Title)	自動またはその他／ESP-A (English for Specific Purposes-A)		
テーマ／サブタイトル等 (Theme / Subtitle)	Studying International Business via English		
担当者名 (Instructor)	ブラザーフッド, T(BROTHERHOOD, THOMAS D)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU2611	言語 (Language)	英語 (English)
備考 (Notes)	経営学科:「その他」登録 国際経営学科:自動登録 International Business-A 対応		

授業の目標 (Course Objectives)

By the completion of this course, students will be able to:

- Apply appropriate reading strategies for the comprehension of university-level business-content academic texts
- Integrate note-taking skills for the understanding and retention of information in readings, videos, and lectures
- Actively participate in academic discussions on specialized business topics
- Write business reports that develop clear and convincing arguments with support from outside sources, using appropriate citations and references

授業の内容 (Course Contents)

This course provides language support for the International Business A and B courses and focuses on developing vocabulary and comprehension skills for understanding business texts with a secondary focus on research and writing skills development. ESP-A and ESP-B match the International Business A and B class system, so the teaching has been combined with ESP-B and both courses must be taken together.

Students will deepen their knowledge of the key concepts of the International Business course text and practice English vocabulary skills such as paraphrasing and circumlocution through a range of student-centered learning projects and tasks.

授業計画 (Course Schedule)

1. Course Information, Introduction to project
2. Project Planning Session: Researching for business reports
3. Reading Discussion 2, Vocabulary Quiz 2, Comprehension Quiz 2 (Trade & National Competitive Advantage)
4. Reading Discussion 4, Vocabulary Quiz 4, Comprehension Quiz 4 (FDI)
5. Presentation 1: Macro & Micro Factors
6. Reading Discussion 7, Vocabulary Quiz 7, Comprehension Quiz 7 (Chapter 4: Ethics & CSR)
7. Reading Discussion 8, Reading Comprehension Quiz 8, (Chapter 11: International Business Strategy)
8. Market Entry Proposal Research Session (Reading Discussion 9), Vocabulary Quiz 9, Comprehension Quiz 9 (Chapter 12: Market Entry Strategies)
9. Reading Discussion 10, Vocabulary Quiz 10, Comprehension Quiz 10 (Chapter 14: Production Location)
10. Presentation 3: Marketing Strategies
11. International Business Presentation Research Session
12. IB Presentation Practice Session
13. Guest Lecture
14. Vocabulary Key Concept Review Test

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

Students will be required to complete assigned readings and prepare for in-class discussions.

成績評価方法・基準 (Evaluation)

Chapter Quizzes(15%)/Mini Presentation Worksheets(15%)/Project Research Worksheets(10%)/Presentations(25%)/Midterm, Proficiency, and Final tests(25%)/Participation and Homework(10%)

テキスト (Textbooks)

NB: The textbook for the course is the same text as for International Business A/B. You will be required to buy the textbook.

参考文献 (Readings)

その他 (HP 等) (Others(e.g.HP))

Students may be asked to carry out vocabulary study using online tools.

Four of the classes will be online.

注意事項 (Notice)