

# 강의계획서(Syllabus)

[2020 학년도 1학기]

교과목 Course Name	Business Writing			과목번호 Course No.	AT10020				
수강대상 Department	학과 : 글로벌지역통상학(미국) 학년 : 4 학년			학점/시수 Credit/Hours	학점(Credit): 3 시수(Hours): 3				
강의시간 Class Times	수요일 09:00 – 11:50			강의실 Class Room	중강의실1(3층) 324호				
수업방법	강의형태	이론중심( O ) / 이론-실습병행( ) / 실습중심( ) / 팀티칭( )							
	수업방식	강의 Lecture	토론/토의 Discussion	글쓰기 Writing	발표 Presentation	실습 Practice	프로젝트 Project	기타 Others	
		20%	10%	30%	0%	30%	0%	10%	
	설명	Tasked-based theory practice							
	사용기자재	White board, ppt, web page, internet, notebook							
장애학생 지원내용	본 과목을 수강하는 장애학생은 수업에 필요한 별도의 지원이 필요한 경우, 담당 교강사 및 보건실(041-731-3703)로 필요한 사항을 요청하시기 바랍니다.								

담당교수 Instructor's Information	성명 Name	Randall	e-mail	ookpic93@gmail.com
	연구실 Office Location	320	Phone	(office) (mobile) 010 8322 5510
	상담시간 Office Hours	(요일) to be announced (시간) to be announced		

## 1. 교과목 개요 (Course Description)

1. 강의개요 (Course Overview)[★200~450자]
Students are given step-by-step instruction, case studies, videos, and short readings of typical business situations. Practice is task-based and problem-solving. Each topic includes valuable cultural insights. Writing is completed in-class and online.
2. 강의목표 (Course Objective)[★200~450자]
By the end of this course students will have gained practical knowledge of various business writing situations such as: proposals, agendas, persuasive, direct/indirect, etc., and the core vocabularies.
3. 핵심 역량
This course provides students with knowledge to compose formal business letters, knowledge of common business writing principles and techniques. Students gain practical knowledge of core vocabulary
4. 선수학습내용 (Prerequisites)
Fundamental knowledge of English sentence construction.
5. 학습성과(Learning Outcomes)
By the end of this course students will have increased their understanding of, and their ability to apply the principles and formats of effective business writing.

## 2. 강의 교재 (Course Materials)

### 1. 주교재 (Required Textbooks)

서명 Title	저자 Author	출판사 Publisher	출판년도 Year
All materials, pdfs, ppt, videos, worksheets are provided online	Randall B. Wilson	Self	2018

### 2. 부교재 (Supplementals)

Students need a standard sized, lined and margined notebook for paragraph writing.

## 3. 수업 평가 (Course Evaluation)

### 1. 평가요소 (Grading Criteria)

출석 Attendance	과제 Assignments	중간고사 Mid-Term	기말고사 Final	기타(참여도) Others
10 %	10 %	30 %	30 %	20 %

### 2. 평가방법 (Grading Policies)

10% assignments includes coursebook homework. 20% "other" includes two modular quizzes and weekly online vocabulary quizzes.

Distribution of class grades is based on a curve. No more than 40% of total students can receive As, no more than 80% of total students can receive As and Bs combined.

## 주차별 강의계획 (Course Schedule)

1주 Week 1	학습목표 Topics	Orientation: introductions, course outline, surveys. The Writing Process Defined
	학습내용 Objectives	Class introduction, question and answer, course description and explanation, and level testing.
	교수방법 Class Work	Online survey, Writing format fundamentals
	참고자료 Required Readings	None
	과제 (Assignments)	None
2주 Week 2	학습목표 Topics	Foundations of Business Writing
	학습내용 Objectives	Three Paragraph Letters Different Types of Business Writing Format requirements Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 2 online readings
	과제 (Assignments)	None
3주 Week 3	학습목표 Topics	Writing Process: Introductions
	학습내용 Objectives	Facts, figures, and evidence Research and Organization Informative Presentation 1 Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 3 online readings
	과제 (Assignments)	None

4주 Week 4	학습목표 Topics	Writing Process: The Body
	학습내용 Objectives	Informative Presentation 2 Presenting unbiased information Effective Sentences: Adjectives and Adverbs Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 4 online readings
	과제 (Assignments)	None
5주 Week 5	학습목표 Topics	Writing Process: The Conclusion
	학습내용 Objectives	Three Audience Types Informative Presentation 3 Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 5 online readings
	과제 (Assignments)	Practice writing for Modular quiz
6주 Week 6	학습목표 Topics	Writing Process: Evaluation
	학습내용 Objectives	Revision, Editing, and Proofreading Executive Summaries, Recaps Requests for funds/ materials 1 Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 6 online readings
	과제 (Assignments)	Modular Quiz 1
7주 Week 7	학습목표 Topics	Appropriate Media
	학습내용 Objectives	E-mail, SmS, Newsletter, In-person Adapting to Other Business Cultures Keywords and concepts Writing Practice for midterm
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 7 online readings
	과제 (Assignments)	None

8주 Week 8	학습목표 Topics	Mid-term exam
	학습내용 Objectives	
	교수방법 Class Work	Midterm exam
	참고자료 Required Readings	Review for test
	과제 (Assignments)	None
9주 Week 9	학습목표 Topics	Routine and Positive Messages
	학습내용 Objectives	Strategies for common requests Keep it interesting: Sentence length Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 9 online readings
	과제 (Assignments)	None
10주 Week 10	학습목표 Topics	Negative Messages
	학습내용 Objectives	Direct and Indirect Approach Passive Construction Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 10 online readings
	과제 (Assignments)	None
11주 Week 11	학습목표 Topics	Writing Persuasive Messages
	학습내용 Objectives	Determining Key Selling Points Appealing to emotion/appealing to evidence Stating reasons and using examples Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week11 online readings
	과제 (Assignments)	Modular Quiz 2

12주 Week 12	학습목표 Topics	Preparing Reports and Proposals
	학습내용 Objectives	Data and Research; citing sources Three Types of Audiences: 3 types of reports Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 12 online readings
	과제 (Assignments)	None
13주 Week 13	학습목표 Topics	Writing Reports and Proposals
	학습내용 Objectives	Drafting and Design Principles Preparing Presentations for Meetings Keywords and concepts
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Week 13 online readings
	과제 (Assignments)	None
14주 Week 14	학습목표 Topics	Review, Counsel and Self- Assessment
	학습내용 Objectives	Prepare for final exam
	교수방법 Class Work	Individual practice, instructor-led practice, discussion, core principles, format and example letters
	참고자료 Required Readings	Review for final exam
	과제 (Assignments)	None
15주 Week 15	보강 Makeup Class	To be announced
16주 Week 16	기말고사 Final Exam	