

**ESPU 104: Introduction to Academic English for Business**  
**3 Credit Hours: English for Academic Purposes: General Education**  
**Course Section # \_\_\_\_\_**

**Class Location & Meeting Time:**

--	--	--

**Instructor Information:**

Name	
Office Location & Office Hours	(scheduled + by appointment)
Contact Information	(e-mail)

**Prerequisites: EmSAT 1100, ENGU 1404, IELTS 5, CEPA 180, TOEFL 500, IB TOEFL 62**

**Course Description:**

Using the Blackboard Learning Management System (LMS), the aim of this course is to introduce students to academic reading, writing, research and oral communication skills for further study in the College of Business and Economics. These skills are developed through the study of business oriented topics and disciplinary texts. The course begins with students learning to write basic, professional business emails. After this, academic writing techniques are taught to help students develop essays based on research for analytical reports, proposal writing, and investigative reports.

Academic oral communication skills are developed by students conducting market research and presenting their findings. Throughout the course, the correct use of APA 6<sup>th</sup> Edition citation and referencing for research paper writing and PowerPoint is also taught.

**Course Learning Outcomes (CLOs):**

Upon successful completion of this course, students will be able to:

1. synthesize ideas from adapted educational disciplinary readings to identify and categorize information;
2. utilize reading skills to distinguish between relevant and irrelevant information in source texts;
3. annotate, paraphrase, and summarize main ideas and supporting details from academic readings;
4. differentiate between research sources and cite data/statistics, research, and expert opinion in APA Style;
5. utilize academic source texts to compose a 5 paragraph essay with a word count of 450-500 words;
6. produce the following common business reports: Analytical (i.e. a “descriptive”), Proposal (i.e. “problem-solution”) and Investigative (i.e. “cause-effect”), applying academic writing structure;
7. demonstrate effective verbal and non-verbal communication skills in oral presentations;
8. exhibit professional, workplace behavior;

**Instructional Material & Learning Resources:** Blackboard Delivery

**Course Teaching & Learning Methods:**

- Student-Centered, Teacher-led, and Team Work

**Course Policies:**

Students are expected to act in a professional manner in regard to attendance, punctuality, and participation.

**1. Attendance Policy:**

If you arrive more than ten minutes late for class, you will be marked absent.

- 2 classes absent = 5% absence
- 4 classes absent = 10% absence
- 5 classes absent = 15% absence

The maximum number of classes you can miss is **4**. When you miss **5** classes you are not allowed to take the final exam and you will get an **F** grade.

*It is each student's responsibility to keep track of his or her absences. Failure to do so will **not** be considered a valid reason to excuse an absence.*

**2. University Exam Policies:**

1. **IDs:** You must show an **approved** photo ID. For example; UAEU Student ID, Passport, National ID. If your photo ID is not approved, you must show an **approved ID** within two working days. No **approved ID** after exam = Grade of 0\*. No photo ID before exam = No exam\* \* = Absence policy applies.

2. **Late for exam:** If you arrive more than 10 minutes late, you cannot take the exam at that time.

**Midterm Exam**

- To request a make-up exam you must go to Student Affairs within 3 days of the exam. For an **excused absence** there is no penalty. If you have an **unexcused absence**, the make-up exam will be marked out of 85%, not 100%.

**Final Exam**

- To request a make-up exam you must go to Student Affairs immediately.
- If your grade before the Final Exam is 60% or more **and** your absence is excused, you can do a make-up exam at the beginning of the next semester.
- If you have an **excused absence**, there is no penalty. Your grade is **incomplete** until you do the make-up exam. If you have an **unexcused absence**, you cannot do the make-up exam and you fail the course (**Grade F**).

**Course Evaluation and Grading:**

<b>Assessments: The Methods &amp; Brief Explanations</b>	<b>Weight %</b>	<b>Due Date</b>
<b>Coursework</b> – Assignments that teachers individually choose for their students.	5	Throughout the semester
<b>Professionalism</b> – Are students practicing the 5 professional behaviors?	5	Throughout the semester
<b>Writing Assessment 1</b> – Students write an “analytical” (i.e., “descriptive”) outline from 5 texts	10	Week 5
<b>Midterm Exam</b> – Students write an “investigative” (i.e., “cause-effect) report based on their market research.	30	Week 10
<b>Presentation</b> – Students give a presentation based on their “investigative” report which they wrote for the midterm.	10	Week 11
<b>Final Exam</b> – Students write a “proposal” (i.e., “problem-solution”) outline & report based on 5 texts.	40	Week 16

**Course Outline:**

<b>Weeks</b>	<b>CLOs</b>	<b>Course Activities/ Teaching &amp; Learning Methods</b>	<b>Assessment Tools (e.g., assignments, quizzes, etc.)</b>
1 - 5	1-4	Summary Writing, Reading Strategies, Note-taking, Paraphrasing, E-mails, APA Citations & References, Cohesive Devices, Report Outlines, Analytical Paragraph Writing	Professionalism, Coursework, WA 1
6 - 11	1-7	Market Research & Proposal Report Process: Questionnaire Design, Survey Administration, Data Analysis, Report Outline, Proposal Report, Business Presentation Design and Delivery, Reflective Writing	Professionalism, Coursework, Midterm, Presentation
12 - 15	1-7	Analytical Report Writing: Text Synthesis, Analytical Outline, Opinion Formulation, Executive Summary	Professionalism, Coursework, & Final

**Letter Grade Distribution:**

Performance	Grade	Score	Quality Points
Excellent	A	90 – 100	4.00
Excellent-	A-	87 – 89	3.70
Very Good +	B+	84 – 86	3.30
Very Good	B	80 – 83	3.00
Very Good-	B-	77- 79	2.70
Good +	C+	74– 76	2.30
Good	C	70– 73	2.00
Good-	C-	67– 69	1.70
Pass +	D+	64 –66	1.30
Pass	D	60 – 63	1.00
Fail	F	0 – 59	0.00
Failure for Absence	FA	0.0	0.00

**Academic Integrity:**

Academic integrity is of central importance to education at UAEU. Students have the responsibility to know and observe the requirements of the UAEU Code of Academic Honesty available: [http://www.uaeu.ac.ae/en/online\\_catalog/plagiarism\\_and\\_academic\\_integrity.shtml](http://www.uaeu.ac.ae/en/online_catalog/plagiarism_and_academic_integrity.shtml) and the penalties resulting from violation of this code. This code forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Cheating in any form and on any academic work results in serious penalties that include dismissal from the university.

**Students with Special Needs:**

Students with special needs are encouraged to discuss their needs with the course instructor. You need to contact the Special Needs Services Center at +971 3 7134264 or email ([disabiltyservices@uaeu.ac.ae](mailto:disabiltyservices@uaeu.ac.ae)) All academic accommodations must be arranged through that office: [http://www.uaeu.ac.ae/en/student\\_services/special\\_needs/](http://www.uaeu.ac.ae/en/student_services/special_needs/)

**Student Support Services:**

If you need more support please go to the Student Academic Success Program: [http://www.uaeu.ac.ae/en/university\\_college/sasp/](http://www.uaeu.ac.ae/en/university_college/sasp/). This program provides students with academic support services such as Independent Learning Centers (ILCs), Tutorials, Writing & Speaking Centers. All students are encouraged to use these Centers.