

科目名	トピックスリテラシー    ビジネス・コミュニケーション B	科目名/Subject	Topics of Literacy: Business Communication B		
担当教員	N G U Y E N    K I M    N G A N	担当教員/Instructor	NGUYEN KIM NGAN		
曜日・講時	月曜2限				
対象学年	3・4				
科目ナンバリング	EAL-ECM321E				
単位数	2単位				
メディア授業科目					
主要授業科目	○				
授業の目的と概要	<p>The purpose of this course is to equip students with essential skills in business communication tailored for the modern workplace. Through a combination of textbook readings, presentations, and interactive discussions, students will explore various aspects of effective communication in professional settings. The course will cover topics ranging from the writing process to workplace communication strategies and employment communication techniques. By engaging in small group discussions, students will deepen their understanding of the material while practicing their skills.</p> <p>We will use Google Classroom (vcgyqyt) as the main tool for announcing updates, distributing assignments, etc.</p>				
学修の到達目標	<p>By the end of this course, students are expected to achieve the following goals:</p> <p>1. Understand the Essentials of Business Communication: Grasp key concepts and principles of effective business communication.</p> <p>2. Develop Skills Required for Business Communication in the Digital Age: Enhance writing skills, workplace communication, teamwork, and the ability to deliver effective business presentations.</p> <p>3. Navigate Employment Communication: Understand and apply best practices for creating resumes, cover letters, and conducting interviews, effectively preparing students for successful job placements.</p>				
授業内容・方法と進度予定	<p>Students will be assigned textbook readings to answer a set of questions and present the main lessons each week. Following this, small group discussions will take place during class to deepen understanding and practice the skills learned in the lectures. Presentations should be conducted in English, while discussions can be held in Japanese.</p> <p>Week 1: Introduction Week 2: Business Communication in the Digital Age Week 3: The Writing Process in the Information Age I - Planning &amp; Organizing Week 4: The Writing Process in the Information Age II - Drafting &amp; Revising Week 5: Workplace Communication I - Digital Media, Positive and Neutral Messages Week 6: Workplace Communication II - Negative and Persuasive Messages Week 7: Business Reports &amp; Proposals I - Informal Reports Week 8: Business Reports &amp; Proposals II - Proposals and Formal Reports Week 9: Mid-Term Presentation Week 10: Professionalism at Work Week 11: Business Presentations Week 12: Preparation for Final Presentation Week 13: Employment Communication I - Resumes and Cover Letters Week 14: Employment Communication II - Interviewing and Follow-Up Week 15: Final Presentation and Wrap-Up</p>				
実務・実践的授業	○				
使用言語	English (Instruction and classroom discussion).（日本語での質問、相談も可能。）				
成績評価方法	Attendance: 15%                  Presentations for group discussions & Q/A: 15%                  Homework: 30% Mid-term & final presentations: 30%                  Comprehension level check: 10% (Note: There will be mini/simplified tests during classes with advance notifications)				
教科書および参考書					
書名	著者名	出版社	出版年	ISBN/ISSN	資料種別
Essentials of Business Communication-E-Book, 011 Edition, Kindle Edition	Mary Ellen Guffey & Dana Loewy	Cengage	2018	ISBN: 978-1-337-38649-4	Textbook

関連URL					
授業時間外学修	<div>Students should</div> <ul style="list-style-type: none"><li>• Be prepared for each class</li><li>• Complete all assignments completely and on time</li><li>• Participate effectively and energetically in class exercises</li><li>• Give best effort in all activities</li></ul>				
添付ファイル					
その他	Materials will be distributed by Google Classroom / email. Email: <a href="mailto:nguyen.kim.ngan.c2@tohoku.ac.jp">nguyen.kim.ngan.c2@tohoku.ac.jp</a>				
更新日付					

1単位の授業科目は、45時間の学修を必要とする内容をもって構成することを標準としています。1単位の修得に必要な学修時間の目安は、「講義・演習」については15～30時間の授業および授業時間外学修（予習・復習など）30～15時間、「実験、実習及び実技」については30～45時間の授業および授業時間外学修（予習・復習など）15～0時間です。