



**Business English for the Internet
ESL N9 Section 1 Session D 2007
UC Berkeley College Writing Program
Summer English Language Institute**

Instructor

Jennifer Burton, MA
jenburton@calmail.berkeley.edu

Course Objectives

The goal of this course is to help you improve your ability to communicate effectively using business English for the internet. You will read and discuss articles and other materials, learn business-related vocabulary and idioms, practice business writing, and share information about international business customs with the rest of the class. We will focus on the following areas:

Week 1: Multicultural Communication
Week 2: Email
Week 3: Work Styles

Week 4: Technology
Week 5: E-commerce
Week 6: Globalization

Grades

You will be graded **Pass / Not Pass** based on:

30% Homework and Participation
20% Vocabulary Quizzes

30% Writing Assignments
20% Final Project

Requirements

In order to pass, each student must meet the following requirements:

- Complete weekly exercises and quizzes
- Complete business writing assignments
- Provide feedback to other students
- Create and present a final project

Homework

Each week, students will read and respond to articles and other materials related to the week's topic, as well as provide feedback to other students on the discussion board.

Writing Assignments

Students will complete business writing assignments, following instruction and models.

Vocabulary

Each week, students will write example sentences and take a quiz on new business vocabulary and idioms.

Final Project

Students will create and present a final project to the rest of the class.

Participation

Students are expected to take an active role in the learning process. Be sure to ask questions on the discussion board, especially if you have new ideas or questions related to any topic or activity. Don't wait to be asked before giving your opinion. In international business, even if you use English to communicate, you may be working with people from many different countries. Knowing business customs from other cultures is very important. Everyone benefits when students share information about business practices in their countries.

Academic Honesty and Student Conduct

Any work you submit in this course must be your own. Cheating, plagiarism and other forms of academic dishonesty will be subject to grade penalties including possible failure of the course. For more information, see: [Campus Code of Student Conduct](#).