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|  | <b>UNIVERSITAS NEGERI YOGYAKARTA</b><br><b>FAKULTAS BAHASA DAN SENI</b>           |  |  |
|   | <b>SILABUS</b><br><b>MATA KULIAH : INTRODUCTION TO BUSINESS</b><br><b>ENGLISH</b> |  |  |
|   |   |  |  |

Fakultas : Bahasa dan Seni  
 Program Studi : Pendidikan Bahasa Inggris  
 Mata Kuliah & Kode : Introduction to Business English Kode: PBI213  
 Jumlah SKS : Teori 1 SKS Praktik : 1 SKS  
 Semester : 6  
 Mata Kuliah Prasyarat & Kode : \_  
 Dosen : Ashadi

### I. DESKRIPSI MATA KULIAH

This course aims at giving students some introductory overview on the application of English in business context, highlighting how English is extended. Students will learn some application of such Business English as business writing, business communication, business meeting, etc. In addition, some practical skills, such as writing an application letter, dealing with job interviews, and preparing a business report and proposal are included in the course.

The course interaction will mainly require the students to deal with presentations and case studies analyses. Therefore, students are expected to take an active participation during the class discussion and presentation. Expressing ideas, probing, asking questions, analyzing, synthesizing, and evaluating opinions are a series of active analytical and critical thinking skills from which students are strongly demanded to demonstrate.

### II. STANDARISASI KOMPETENSI MATA KULIAH

At the end of the course, students are expected to have good understanding on Business English and be able to apply the knowledge and skills learned in business context.

### III. POKOK BAHASAN DAN RINCIAN POKOK BAHASAN

| Wk  | Topics   | NOTES                        |
|-----|--|------------------------------|
| 1.  | Class orientation and introduction to syllabus   |                              |
| 2.  | Understanding business communication   | Classical                    |
| 3.  | Communicating interculturality   | Role play                    |
| 4.  | Company organization, tour and history 1   | Classical                    |
| 5.  | Company organization, tour and history 2 (practice)  | Role play                    |
| 6.  | Business correspondence: letters, memos, good news, goodwill messages, bad news messages etc | Be ready with related sample |
| 7.  | Job Vacancies  | Individual formal letter     |
| 8.  | Mid-test   |                              |
| 9.  | Copy writing   | Practice in pairs            |
| 10. | Business presentation  | Role play                    |
| 11. | Business meeting   | Role play                    |
| 12. | Business negotiation   | Role play                    |

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|     |                       |                     |
|-----|-----------------------|---------------------|
| 13. | Sales review          | Transcoding visuals |
| 14. | Sales forecast        | Transcoding visuals |
| 15. | Business Presentation | Group work          |
| 16. | Review                |                     |

#### IV. REFERENSI/ SUMBER BAHAN

Sweeney, S. (2004). *Communicating in business*. Cambridge University Press.  
 Cotton, David and Sue Robins. 2001. *Business Class*. London: Pearson Edu Ltd.  
 Powell, Mark. 2002. *Presenting in English*. Massachusetts:  
 Thomson Heinle. Loughheed, L. (2003). *Business Correspondence: A Guide to Everyday Writing: Intermediate*. Allyn & Bacon.

#### V. EVALUASI

| No    | Components                              | %     |
|-------|---|-------|
| 1     | Participation (incl. attendance)        | 15 %  |
| 2     | Tasks, quizzes, assignment (home/class) | 25 %  |
| 3     | Mid-test                                | 30 %  |
| 4     | Final test                              | 30 %  |
| Total |   | 100 % |

#### Grading Criteria

|          |           |         |           |
|----------|-----------|---------|-----------|
| 86 – 100 | <b>A</b>  | 66 – 70 | <b>B-</b> |
| 80 – 85  | <b>A-</b> | 64 – 65 | <b>C+</b> |
| 75 – 79  | <b>B+</b> | 56 – 63 | <b>C</b>  |
| 71 – 74  | <b>B</b>  | 0 – 55  | <b>D</b>  |

#### VI. LAIN-LAIN

- Participation can be the forms of comments, suggestion, questions/answers related to the presentation.
- No cheating is tolerable
  - In the tests/quiz: the final mark will be reduced one grade lower.
  - In the presentation: the work and presentation will not be marked.
- If you could not attend the class or need information, contact me ([ashadi@uny.ac.id](mailto:ashadi@uny.ac.id))
- 75 percent attendance is a must to sit in the final test.