	U-LAS03 10009 SB48		

< >	-E1 Readings in Humanities and Social Sciences (Economics, English)B-E1		CHUNG-MOYA Emily

		( )		
	C		2	1
	2024		3	

[   ]

The objective of this course is to introduce students to English academic writings in the fields of business management and marketing. It aims to help students improve their English academic reading, presentation, and discussion skills. Students will read a diverse set of publications, including books, journals, and various web articles, deliver group and individual presentations, and engage in discussions.

[   ]

Upon completion of this course, students will be able to understand a range of academic writings, as well as improve their English academic reading, presentation, and discussion skills.

[   ]

"The classes will be conducted mainly through student presentations (and discussions) around topics in business management and marketing.

Week 1 - 2: Introduction to the Course
Week 3 - 14: Student (individual or team) presentations on their assigned themes
Week 15: Wrap-up and feedback"

[   ]

No prior knowledge is necessary, however, interest in business management and marketing is a must. The classes will be conducted completely in English, so students must be comfortable communicating in English.

[   ]

Active participation (30%), Presentation (40%), Final Exam (30%)

[   ]

[   ]

[   ]

Students will need to come prepared for class by completing the prescribed readings. They are also expected to make at
least one presentation during the semester.

[   ]

After class and by appointment via email.