

Week 1:

- General introductory activities
- Diagnostic voice file (Have students send a voice file via email briefly introducing themselves and explaining why they are taking AOB; meet with them to discuss your impression of their speech or send comments via email)
- Discussion strategies – practice phrases and expressions used in discussion groups
- Begin Market Leader Chapter 1, “Brands” p. 6-7
- Well Said Pronunciation text, begin Chapter 5

(Extra activities include: randomly choose students to present a business news story that they heard or read in the weekly news/ students can present an idiom of the day chosen by the instructor)

Week 2:

- Finish Chapter 1 in Market Leader , p. 10-13
- Culminating activity is a group presentation – Hudson Corporation Case Study, p. 12-13 in Market Leader. Students are assessed on their ability to discuss the case (in front of the class) as marketing executives of Hudson Corporation.
- Work on practicing the language of business meetings
- Brands presentation (5 minute presentation about a brand that the students choose)
- Well Said, complete Chapter 5 and test students on information.
- Unit 1 Test on Brands Chapter included on Market Leader Test Master CD

(Extra activities include: listening activities found on the CD for Market Leader which correspond to Chapter 1, Brands, script found in back of textbook; all listening assessments are unannounced given in class)

Week 3:

- Begin Market Leader Chapter 5, Advertising p. 44-47
- Case Study p. 50-51
- TV Commercials and “FAT-P” analysis
- Begin to prepare for TV Commercial “presentation” – students choose a TV commercial (approved by the instructor) to be shown and explained in class
- Well Said, Chapter 6

(Extra activities include: “Introducing your business” activity from Bogglesworld.com; other interactive partner activities can be found there such as talking about scheduling meetings, deadlines, good/bad business news etc.)

Week 4:

- TV Commercial “presentation” – retelling/explaining a TV commercial
- Well Said, complete Chapter 6, test students on information
- Begin Market Leader Chapter 7, Cultures p. 66 – 71, also covering p. 90-91 (mini case studies) – focus on doing business internationally and cross culture communication and differences.
- Student prepare for a “Culture Presentation”
- Steve Jobs video – model for effective presentations
- Well Said, begin Chapter 7

(Extra activities include: have students send voice files reading excerpts from Well Said and/or Market Leader for a graded pronunciation assessment.)

Week 5:

- Culture presentations
- Complete Chapter 7 Well Said, test students on information.
- Begin Case Study: Pampas Leather Company, p. 89 Market Leader
- Practice language of negotiations p. 88 Market Leader
- Begin Chapter 8 Well Said

Week 6:

- Pampas Leather Company Business Case Study presentation
- Begin Market Leader Chapter 10 Ethics p. 96-97
- Complete Chapter 8 , test students on information
- Final Speaking Test

Week 7:

- Company trip to Herr Food, Inc. (?) (Schedule factory tour online at www.herrs.com, ask for student drivers, go during first class usually on Monday of week 7)
- Present Case study Principles of Profit p. 102 Market Leader