**Course plan for ELB005**

Task: Look through the course plan with your partners and discuss what you think we will read, listen or research about in each topic. When done, decide which topics will be the most favorite for you in this class. Why?

*Books:*

*Academic Encounters. Human Behavior (PSY101)*

*Business Advantage (BA101)*

**PSY101**

* + **Teach students the influence of stress on the human body**
1. What is stress?
2. Coping with stress
3. Stress and illness
4. How to cite your work using the APA style?

Reading: 4 classes

Listening: 1 class + test (Listening test)

**Research project**: Clearly, there are some stressors that you will face in your future profession. For example, being a pilot can be pretty stressful. Identify the 3 most common stressors in your future profession, and provide a plan how to reduce stress related to those stressors. Use information from the articles in the book as well as look for additional articles and videos online. Use the APA style.

* **Teach students the significance of good nutrition, exercising and health in students’ lives**
1. Heart diseases
2. Smoking
3. Healthy behavior

**Presentations, Group-led discussions**: Each group is responsible for one aspect of being healthy. Use information from the article assigned to you as well as external sources. Provide 5 questions to your presentation. Make sure that you know how to answer your questions. Organize group-led discussions by dividing class into groups and facilitate discussion based on your questions. **Prepare students for the test on the unit!**

**Topics for presentations**

1. Heart diseases
2. Smoking
3. Healthy behavior

**Assignments**

Reading and getting ready for your presentation and a group-led discussion: 2 classes

Presenting and discussing: 2-3 classes

Listening: 1 classes +test (Listening test)

Reading Unit quiz (It will include 6 readings) (2 sections)

**\*Teach students the importance of nonverbal communication**

1. Gestural communication
2. Facial communication
3. Eye communication
4. The meaning of touch
5. Spatial messages
6. Nonverbal communication and culture

**Presentations, Group-led discussions:** Each group is responsible for one aspect of nonverbal communication. Use information from the article as well as search for additional articles and video on line. Provide 5 questions to your presentation. Make sure to know how to answer your questions. Organize group-led discussions by dividing class into two groups and facilitating discussion based on your questions.

**Topics for presentations**

a. Gestural communication

b. Facial communication

c. Eye communication

d. The meaning of touch

e. Spatial messages

f. Nonverbal communication and culture

**Assignments:**

Reading and getting ready for your presentation: 2 classes

Presenting and discussing: 2-3 classes

Listening quiz on non-verbal communication

**BA101**

* **Teach students the time management skills**

a. Teach techniques for time management

b. Use collocations to discuss time management

* **Teach students about competition within industries**
1. Understand the basic principles of the Porter’s Five Forces of Competition.
2. Analyze competitive forces in a specific industry and report conclusions.

**Presentation**: Prepare a PowerPoint Presentation that analyzes one business using Porter’s Five Forces of Competition. You can choose any field that you want, for example, aviation, medicine, engineering and etc.

* **Teach students how to make a sales pitch**
1. Teach how to employ different sales techniques
2. Teach language for making a persuasive presentation
3. Teach different styles of sales pitches

**Presentation**: Make a sales pitch for a product of your choosing using the strategies learnt in the class. For example, try to sell a specific airplane, or a cellphone.

* **Teach students conflict management skills**
1. Understand the nature and impact of a crisis event
2. Compare and contrast strategies and tactics
3. Decide on tactics to deal with crisis events

**Research project**: Find a company that is hurting right now, for example, airline company. Provide information about the company. Write a summary of a critical situation that your business faces. Analyze the crisis event using the questions on page 46. Offer a plan of action on how to operate and manage during a crisis event. Use information from the books (Business and Psychology, as well as do you research). Do you think if the company follows your recommendations, will it be able to survive or not? Why? Make sure to paraphrase and use the APA style.

* **Teach students leadership skills**
1. Understand different styles of leadership
2. Describe leadership styles and qualities
3. Analyze leadership qualities in “ones ”self and others
4. Understand what makes a good leader
5. Learn language relating to leadership

**Presentation/**Research project: *Three best leaders in the world of for example, aviation, medicine, engineering …*. Analyze each leader. Pay attention to their style of leadership, their qualities, and their ways of motivating staff.

**Teach students international outsourcing**

1. Understand issues that companies face when deciding to outsource.
2. Learn key terms and phrases linked to the topic of outsourcing.
3. Discuss cases of extreme outsourcing.

**Supplementary materials**

* **Teach students how to write cover letters and CVs**
1. Understand the key features and guidelines for CVs and a cover letter

**Assignment:**

Write your own CV and a cover letter to fit your dream job.

* **Teach students how to write effective emails**
1. Teach features and language for effective emails.

**Assignments:**

Write proper emails to your partners and your instructor.

Your email should include the following:

1. Greeting
2. Something nice addressed to the person to whom you are writing.
3. State what you need.
4. Thank the person who helping you.
5. Your name
6. Your signature
7. Proofread

Your response to a received email should include the following.

1. Greeting
2. Something nice addressed to the person to whom you are replying.
3. Thank the person for his/her question.
4. Give a detailed response
5. Ask if there is anything else you could assist with.
6. Thank again and wish a good day.
7. Your name
8. Signature
9. Proofread