



**UNIVERSITAS NEGERI YOGYAKARTA  
FAKULTAS BAHASA DAN SENI**

**SILABUS  
MATA KULIAH : INTRODUCTION TO BUSINESS  
ENGLISH**

FRM/FBS/19-00

Revisi : 00

31 Juli 2008

Hal.

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 : Suciati, S.Pd. email: suciati@uny.ac.id

### 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. Moreover, 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	Activities	Time
1.	Class orientation	Discussion	100 mins
2.	Company profile, organization, tour and history 1	Presentation, practice, and discussion	100 mins
3.	Company profile, organization, tour and history 2	Practice and discussion	100 mins
4.	Business correspondence: letters, memos, messages etc.	Presentation, practice, and discussion	100 mins
5.	Job Vacancies (CV, cover letter, etc.)	Presentation, practice, and discussion	100 mins
6.	Telephoning	Presentation, practice, and discussion	100 mins
7.	Complaints	Presentation, practice, and discussion	100 mins
8.	Mid-test		100 mins
9.	Reading charts	Presentation, practice, and discussion	100 mins



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10.	Sales review	Presentation, practice, and discussion	100 mins
11.	Sales forecast	Presentation, practice, and discussion	100 mins
12.	Business meeting	Presentation, practice, and discussion	100 mins
13.	Business negotiation	Presentation, practice, and discussion	100 mins
14.	Business Presentation	Practice and discussion	100 mins
15.	Business Presentation	Practice and discussion	100 mins
16.	Review	Discussion	100 mins

**IV. REFERENSI/ SUMBER BAHAN**

Brieger, Nick and Jeremy Comfort. 1995. *Early Business Contact*. London: Prentice Hall.  
 Cotton, David and Sue Robins. 2001. *Business Class*. London: Pearson Edu Ltd.  
 Powell, Mark. 2002. *Presenting in English*. Massachusetts: Thomson Heinle.  
 Sweeney, Simone. \_\_\_\_\_. *Communication in Business*. Cambridge: CUP.  
 Thill, JV.1997. *Excellence in Business Communication*. New Jersey: Prentice Hall.

**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**

1. Participation can be the forms of comments, suggestion, questions/answers related to the presentation.
2. No cheating. If you cheat:
  - a. In the tests/quiz: the final mark will be reduced one grade lower.
  - b. In the presentation: the work and presentation will not be marked.
3. If you could not attend the class, contact me (HP: 085878486060).
4. Tolerance for lateness: 15 minutes.
5. 75 percent attendance is a must to join the final test and get a mark.

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1. Prepare a binder/big book to keep all work (homework, class work, and major assignment)
2. Portfolio: create your own company, with logo, name, and the like. Collect the followings:
  - a. Write a company profile (description of what it is, area/field, philosophy, departments, organizational structure, company layout)
  - b. Present your company profile (with visuals and script)
  - c. Make an advertisement about your products (written/printed ad)
  - d. Write business letters/memos/emails regarding your company's affairs (responding to CV, complaints, product offers, ...)
  - e. Make a report (including graphs) of company's sales review and forecast (with visuals and transcripts)
  - f. Present your company products (basically, promote your products and/or company) (with visuals and transcripts)
  - g. Make a role play on telephoning and complaints (with transcripts)
  - h. Make a role play of a company meeting or negotiation (with other companies) (with transcripts)