

ENGLISH LANGUAGE LEARNER CLASS

Course Information	Instructor Information
Course Title: Introduction to Business Careers	Instructor Name: Nick Purewal
Course Number: E184-55978	Email Address: gpurewal@tmcc.edu
Session: Winter 2018	Phone: 775-762-6403
Session Dates: April 10, 2018 to June 7 th 2018	<i>ABE Office Location: 5270 Neil Road, Ste 220</i>
Session Days: Tuesday, Wednesday, & Thursday	<i>ABE Office Phone: 775.829.9044</i>
Session Times: 6pm – 9:00 PM	<i>ABE Office Hours: Monday through Friday, 8A-5P</i>
Classroom(s): Computer Lab rm 116	<i>Tutoring Lab Phone: 775.829.9033</i>

Required Course Materials:

Course packet
Various online materials

ADDITIONAL RESOURCES:

Internet Resources: Burlington English: burlingtonenglish.com

Tutoring Lab: Tutoring is available for all enrolled students at no additional cost. Tutors work with students in any subject area in small groups or on an individual basis. Tutoring is available Monday through Saturday. Contact the tutoring office for available times.

Online programs: We offer online learning programs that are designed to meet students' specific needs. These are self-paced programs that are administered through the tutoring program. Contact tutoring office for specifics.

Course Description:

Using the career and college readiness standards, and focusing on business communication, culture, and structure, students will build competency in entering the business world, a comprehensive understanding of business structures and formation, business communications, gaining and maintaining employment, and growing in their fields. Students will build skills and knowledge that assist in further education, employability and the fundamentals of starting a business.

Learning Outcomes:

Based on the Nevada College and Career Readiness Standards, students will be able to demonstrate a positive work ethic, build conflict-resolution and critical-thinking skills, contribute to success in a team environment, and demonstrate effective communication skills. In addition, students will understand workplace organizations, sequenced action plans, marketing fundamentals and practical use of information technology.

Course Outline:

Week 1: Introduction to Course and Framework of Study

Class rules and etiquette, Student and teacher expectations, course structure.

Business communications, cover letter and resume writing, formal introductions, contributing in discussions, Q&A, and Empathic and Objective Listening.

Breaking down problems into cause and effect, and using reasoning to guide problem solving. Turning problems into Opportunities.

Importance of Time Management and Goal setting. SWOT analysis.

Using computers, software, emails, search engines and Burlington English.

Week 2: Business Formations

Research on Industries, Market dynamics, needs and trends, current and historical. Understanding the nature of business life cycles, supply and demand, competition, determining real job availability, Skills needed today and future opportunities.

Application processes. Preparing for interviews and beyond.

Business plan development, personal development. Implications of Social media.

Week 3: Business Structure

Choosing model with legal and tax considerations. Understanding hierarchy, management, employees and stakeholders. Operational procedures.

Financial planning, ROI's, credit, banking, projections and dividends.

Supply chain networks and maintaining a high Customer Service culture.

Effective communications and liaisons. Macro and Micro environments.

Week 4: Sales and Marketing

Media channels. Digital and traditional marketing methods. Brand development, Sales techniques, and strategies. Email and Social media integration.

Understanding and identifying Customers/Consumers. B2B B2C, Diversification.

Database management, Data and Metrics analysis. Graph reading and creating.

Entrepreneurship, Critical thinking for future. 4P's of Marketing.

Week 5: Legal, Taxes and Fiscal Responsibilities

Legal terminology, employment law, licensing, contracts, liabilities, agreements.

IRS and sales tax formulas. Management, stakeholders and employees relations,

Assessments and evaluations, Self-Evaluations. Inheritance and Insurance. Practical tactics on profit & loss, breakeven and assets. Exit strategies.

Week 6: Motivations

Bringing to Market. Idea cultivation, networking, win-win situations and community Relations. Building credibility
Staying the course. Life-work balance, perseverance, integrity in Business, continuous education, new markets, Diversity and Commitment.
Creating motivational strategies. Balancing the needs of individuals and the company.

Week 7: U.S. Business Culture

Philosophy for business. Cultural understandings, Globalization, Standards and Ethics.
Best practices, legislation, community involvement, legacy plan.
Idioms and drawing connections through metaphors and stories.
Growth maintenance, sustainability, training, and collaborations. Customs surrounding business social gatherings.

Wrap up week

Review, discuss, survey feedback, and build "scale of importance"
Understanding safety first concept, handling emergency situations. CASAS testing

Final Assessment

Self-evaluations of progress, achievements and areas for improvement.
Re-evaluating short and long term goals.
Creating an action plan for furthering career goals.
Social and cultural expectations for an office party.
Class party, awards and certificates on Thursday, March 22nd 2018.

Students' Responsibilities:

HOMEWORK:

In American business, deadlines are extremely important.

All assignments submitted via email is due at 5PM on due date.

All assignments submitted in person must be completed before class begins on the due date.

Group work is the responsibility of the entire group. If one student is absent the rest of the group must cover that student's portion of the work.

Assignments submitted late must be accompanied by written notice including:

- What assignment requires special accommodations
- Why special accommodations are required
- Expected date of completion

ATTENDANCE:

Arriving “on-time” means arriving **five minutes early to class**. Upon arrival students must sign-in with the time they arrived in class.

When leaving class, students must “sign-out” with the time they leave.

Arriving up to 15 minutes late to class requires a verbal apology.

Arriving more than 15 minutes late to class requires a phone call or email.

Absences must be accompanied by documentation: a note from a doctor, employer, or legal authority.

Requests for days off must be submitted in writing at least three days ahead of time. In the event of an absence, each student is required to arrange to have his or her work “covered” by classmates.

Students are expected to attend all classes for the full length of the class period. In order for effective learning to take place we have designed our class schedule to be very intensive and highly rigorous. It is a commitment that students must be able to make if they are serious about their education. Missing even one class will be a disadvantage to the student’s learning. If a student is absent for two class periods a courtesy call will be made to the student. Students who fall below 85% attendance in any one class will be asked to leave the program unless cleared by the coordinator. Students who have been exited from the program will be allowed to come back in a future session once they have worked out the problems preventing good attendance. All students must sign a contract stating that they understand the requirements and agree to abide by our attendance policy.

PARTICIPATION:

In American business participation is extremely important. A quiet person is viewed as being not prepared or having nothing important to contribute.

Success in this class is dependent upon participation in both group and individual work.

Participation includes asking and answering questions, following directions, and completing assignments.

TESTING:

Students are expected to CASAS post-test after 50 hours. This helps instructors determine if a student is ready to move to the next level or if more instruction is needed. Students can make up for missed class time by going to tutoring in room 107/108.