

APPENDIX A
BUSINESS ENGLISH NEEDS QUESTIONNAIRE

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BUSINESS ENGLISH NEEDS QUESTIONNAIRE

Part 1. Background Information

1. Gender: Male Female
2. Age: _____
3. Years of learning English _____
4. Length of time working _____
5. Job specification _____
7. Company _____

Part II. Business English Needs in Your [One's] Daily Work

Directions: Please answer all of the following questions by writing the number which most closely corresponds to your opinion on the answer sheet. The five numbers represent the following scale:

1=Rarely 2=A Little 3=Occasionally 4=Often 5=Very Often

Listening and speaking

1. Introducing a company
2. Describing jobs
3. Describing responsibilities
4. Asking an interviewee's educational background, personal background, work experience, and the like.
5. Asking an interviewee for further information.

6. Raising questions to the interviewers about company fringe benefits, holidays, and the like.
7. Nominating a topic for discussion
8. Asking for explanations
9. Explaining terms, giving opinions
10. Expressing agreement or disagreement
11. Summarizing, restating, or rephrasing
12. Making suggestions
13. Starting a phone
14. Taking/leaving phone messages
15. Placing an order over a phone
16. Making appointments over a phone
17. Making arrangements
18. Ordering meals or drinks
19. Asking about prices
20. Dealing with times and schedules
21. Greetings
22. Expressing or answering a complaint in negotiation
23. Discussing payment
24. Presenting a product to a prospective buyer/customer
25. Expressing approval/disapproval in negotiation

Others (please specify) _____

Reading

26. Telexes
 27. Faxes
 28. Sales letters
 29. Memos
 30. Company profiles
 31. Business plans
 32. Company structure descriptions
 33. Classified advertisements
 34. Business reports
 35. Contracts
 36. Job application letters
 37. Resumes
 38. Product descriptions
 - Others (please specify)
-

Writing

39. Telexes
40. Faxes
41. Job application letters
42. Resumes
43. Letters of offering or denying a job
44. Meeting agendas, minutes
45. Sale letters

46. Letters of inquiry and requests
 47. Letters of placing or acknowledging an order
 48. Claim and adjustment letters
 49. Advertisement for the company
 50. Memos
 51. Letter of confirming a phone call
 52. Business reports
 53. Product descriptions
 54. Telephone messages
 55. Personal profiles
 - Others (please specify)
-

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Worksheet for Answering and Scoring

1. The blanks () are numbered for each item on the questionnaire.
2. Write your response to each item (that is, 1, 2, 3, 4, or 5) in each of the blanks.

1.	11.	21.	31.	41.	51.
2.	12.	22.	32.	42.	52.
3.	13.	23.	33.	43.	53.
4.	14.	24.	34.	44.	54.
5.	15.	25.	35.	45.	55.
6.	16.	26.	36.	46.	
7.	17.	27.	37.	47.	
8.	18.	28.	38.	48.	
9.	19.	29.	39.	49.	
10.	20.	30.	40.	50.	

Thank you very much for your cooperation

APPENDIX B
TEACHING METHODOLOGY PREFERENCE
QUESTIONNAIRE

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TEACHING METHODOLOGY PREFERENCE QUESTIONNAIRE

Part I. Background Information

1. Gender: Male Female

2. Age: _____

3. Years of Studying English: _____

4. Have you ever learned business English before?

Yes No

Part II. Teaching Methodology Preference

Directions: Please answer all of the following questions by writing the number which most closely corresponds to your opinion on the answer sheet. The five number represent the following scale:

1= Strongly Disagree 2= Disagree 3= Undecided 4= Agree 5=Strongly Agree

Teaching Methods

1. I like to learn by playing games in class.
2. I like to learn by having conversations in class.
3. I like to learn in small groups.
4. I like the teacher to explain everything to us.

-
5. I like the teacher to give us tasks to work on.
 6. I like the teacher to speak English the class time.
 7. I like the teacher to use both English and Chinese as the instructional medium in class.
 8. I like the teacher to review with us relevant, previously presented materials before presenting new materials.
 9. I like the teacher to give us several examples of the teaching points.
 10. I like the teachers to team-teach in class.
 11. I like the teacher to lecture all the time in class.
 12. I like the teacher to give us more time to discuss in class.
- Others (please specify) _____

Materials

13. I like the teacher to present teaching points with visual aids like the overhead projectors, video and pictures.
 14. I like the teacher to present teaching points with audio aids like cassettes and radio.
 15. I like to use language lab often.
 16. I like the teacher to use computer technology like CDROM and the Internet in the class.
 17. I like the teacher to use print, like newspaper and magazines, in the class.
 18. I like the teacher to use real documents from companies in the class.
- Others (please specify) _____

Assessment Methods

19. I like the teacher to give a participation grade to students who actively participate in class.
20. I like the teacher to mark and correct every mistake of my work.
21. I like the teacher to give us short tests periodically.
22. I like the teacher to write advice or comments in my work.
23. I like the teacher to give us oral feedback.
24. I like the teacher to comment on tasks by class after completion.
25. I like the teacher to decrease the percentage value of midterm and final grades and increase the percentage value of assignment grades.

Others (please specify)

Worksheet for Answering and Scoring

1. The blank s (___) are numbered for each item on the questionnaire.
2. Write your response to each item (that is, write 1, 2, 3, 4, or 5) in each of the blanks.

1. _____	6. _____	11. _____	16. _____	21. _____
2. _____	7. _____	12. _____	17. _____	22. _____
3. _____	8. _____	13. _____	18. _____	23. _____
4. _____	9. _____	14. _____	19. _____	24. _____
5. _____	10. _____	15. _____	20. _____	25. _____

Thank you very much for your cooperation

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APPENDIX C
THE CONTENTS OF BUSINESS OBJECTIVES

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THE CONTENTS OF BUSINESS OBJECTIVES

1 Meeting People page 6

Objective	Topic	Language	Skills work
To meet overseas contacts and get to know them	Describing job Describing responsibilities Describing tasks Personal details Countries and nationalities	Prepositions -jobs Present simple tense <i>Wh</i> -question forms	Writing: a personal profile Speaking: the conference game

2 Telephoning page 14

Objectives	Topics	Language	Skills work
To make contact and exchange information over the phone	Transferring information Requests Starting the call Deciding what to do	Alphabet pronunciation] <i>Can/Could/May I...?</i> <i>Can/Could/Would you...?</i>	Speaking 1: two telephone role-plays Writing: Business letters Speaking 2: placing an order

3 Company Presentation page 24

Objectives	Topics	Language	Skills work
To discuss the business activities of a company	Company structure Current projects Company profiles Facilities Relocation	Present continuous tense <i>Has got</i> <i>There is /there are</i>	<i>Listening</i> : a presentation of BICC <i>Speaking</i> : Presenting your company

4 Product Description page 32

Objectives	Topics	Language	Skills work
To describe a product or service	Description Size and dimension Describing what you need	Adjectives Dimensions <i>It weights/costs...</i>	<i>Speaking 1</i> : a crossword <i>Listening</i> : presenting a new product to the sales team <i>Speaking 2</i> : executive toys

5 Reporting page 40

Objectives	Topics	Language	Skills work
To report on past actions	Company history Saying when things happened Finding our what happened	Past simple tense Prepositions -time	Reading: products that didn't sell <i>Speaking</i> : reporting on a work project

6 Socializing page 48

Objectives	Topics	Language	Skills work
to hold social conversations with business contacts	Business lunches Offering things Offering help Interests and routines Social chit -chat	Countable and uncountable Nouns – <i>some</i> and <i>any</i> <i>Would you like...?</i> <i>Shall I...? /Let me...</i> Expressions of frequency	<i>Speaking</i> : social conversations <i>Reading</i> : executive life-styles

7 Meeting page 58

Objectives	Topics	Language	Skills work
To discuss corporate problems and decide what action to take	Recommending action Justifying decisions Making suggestions	<i>Should</i> Expressing opinions <i>Going to</i> (future)	<i>Listening</i> : a hotel's marketing policy <i>Speaking</i> : planning a new hotel

8 Making Arrangements page 68

Objectives	Topics	Language	Skills work
To make and change arrangements	Timetables, plans, and arrangements Making appointments Invitations 1 Fixing a time Invitations 2	Present simple and continuous (future) <i>Would</i>	<i>Reading and Writing</i> : telex and email messages <i>Speaking</i> : arranging and re-arranging a schedule

9 Describing Trends page 78

Objectives	Topics	Language	Skills work
To describe and discuss figures and graphs	A balance sheet Describing changes Describing graphs Giving reasons	Prepositions – finance Verbs of change – <i>rise, fall, increase, decrease</i> Adjectives and adverbs Cause/effect connectors	<i>Writing</i> : divisional performance reports <i>Listening</i> : a country's economic performance <i>Speaking</i> : explaining a graph

10 Company Results page 88

Objectives	Topics	Language	Skills work
To discuss the recent performance and activities of a company	Giving news Targets Staffing level	Present perfect simple tense	<i>Listening</i> : the radio business news <i>Speaking</i> : investment performance

11 Comparing Alternatives page 96

Objectives to compare alternative courses of action	Topics Comparing towns Comparing countries Comparing companies	Language Comparatives and superlatives -er / more than... ...as ...as the -est / the most...	Skills work <i>Speaking</i> : selecting a new site for a factory <i>Reading</i> : management styles
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12 Planning Ahead page 108

Objectives To discuss future work plans and schedules	Topics Talking about quantity Predicting the future Giving advice	Language Countable and uncountable Nouns – <i>much</i> and <i>many</i> Will – future facts and Predictions <i>You'd better (not) ...</i>	Skills work <i>Listening</i> : a project briefing <i>Speaking</i> : planning a business venture
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13 Business Travel page 116

Objectives To discuss changes to present arrangements	Topics Air travel Rules and regulation Future possibilities	Language Modals of obligation <i>Mustn't</i> vs. <i>Don't have to</i> Open conditionals	Skills work <i>Speaking 1</i> : reviewing travel policies <i>Speaking 2</i> : introducing changes to work systems <i>Reading</i> : cross-cultural contacts
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14 Achievements page 124

Objectives	Topics	Language	Skills work
to describe the achievements of companies and individuals	Corporate development A job advertisement Talking about experience Bad experiences	Present perfect vs. past simple tense <i>For / Since / Ever / Never</i>	<i>Speaking</i> : executive recruitment <i>Writing</i> : an advertisement for your company

15 Systems and Processes page 134

Objectives	Topics	Language	Skills work
to explain systems and processes in the work	A leasing system Processes	Passive voice Sequencers	<i>Listening</i> : a bakery's ordering, process <i>Speaking</i> : explaining a flow chart

16 Negotiations page 142

Objectives	Topic	Language	Skills work
to negotiate a business agreement	Negotiating terms of sale Stating your position Making compromises Hypothesizing	<i>Would and Might</i> Second conditional <i>Supposing...</i>	<i>Reading 1</i> : the stages of a negotiation <i>Speaking</i> : negotiating the sale or purchase of a machine <i>Reading 2</i> : negotiating skills

Role –Play Notes page 152

Grammar Notes page 157

Glossary page 170

APPENDIX D
THE CONTENTS OF MODERN BUSINESS
CORRESPONDENCE

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THE CONTENTS OF MODERN BUSINESS CORRESPONDENCE

Preface	vii
Part 1	1
Principles of Goods Letters Writing	1
Introduction	3
Unite 1: The Challenge of Modern Business Correspondence	7
Worksheet	9
Unite 2: Choosing the Right Words	17
Worksheet	21
Unite 3: Writing Sentences and Paragraphs	31
Worksheet	37
Unite 4: Projecting a Positive Tone	37
Worksheet	47
Unite 5: Building and Maintaining Goodwill	51
Worksheet	57
Unite 6: Planning and Preparing Letters	61
Worksheet	73
Unite 7: Editing and Proofreading	77
Worksheet	85
Part 2	
Writing Effective Memos and Reports	89
Introduction	89
Unite 8: Formatting and Writing Routine Memos	91
Worksheet	105
Unite 9: Reports and Meeting Correspondence	109
Worksheet	123

Part 3	
Writing effective Business Letters	127
Introduction	129
Unite 10: Letter Format and Letter Styles	139
Worksheet	143
Unite 11: Writing Routine Correspondence	151
Worksheet	153
Unite 12: Writing Inquiries and Requests	159
Worksheet	165
Unite 13: Writing Replies to Inquiries and Requests	173
Worksheet	179
Unite 14: Writing and Acknowledging Order Letters	179
Worksheet	187
Unite 15: Writing Goodwill Letters	191
Worksheet	203
Unite 16: Writing Sales Letter	205
Worksheet	217
Unite 17: Writing Credit and Collection Letters	219
Worksheet	227
Unite 18: Writing Claim and Adjustment Letters	229
Worksheet	237
Unite 19: Writing Public Officials and the Media	243
Worksheet	251
Part 4	
Employment Communications	253
Introduction	255
Unite 20: Preparing Resume and Employment Application	265
Worksheet	271
Unite 21: Writing Employment Application Letters	281
Worksheet	283

Unite 22: Interviewing and Writing Other Employment Communications	289
Worksheet	291
Reference: Grammar	306
Reference: Dictation	309
Index	

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