

# 12 + α weeks Curriculum



Text Book : Business English Catch-up Presentation (비즈니스 잉글리쉬 캐치 PT)

\* Curriculum은 강사분과 학습자 일정 및 계획에 따라 변동 될 수 있습니다.

\* 주 3회 (월, 수, 금, 1시간씩) 수업 가정

\* 학습목표 : Presentation에 필요한 각종 단어, 표현들을 습득하고 다양한 비즈니스 케이스 스티디를 통해 PT에 필요한 기초 상식을 향상시킨다.

Week	1 Week			2 Week		
Day	1	2	3	4	5	6
Unit	Orientation	Unit 01 Starting the Presentation	Unit 01 Starting the Presentation	Unit 02 Engaging the Audience	Unit 02 Engaging the Audience	Unit 03 Starting the Purpose
Contents	<ul style="list-style-type: none"> <li>*Orientation</li> <li>- Ice breaking and getting to know each other</li> <li>- Small discussion about what and how to learn</li> </ul>	<ul style="list-style-type: none"> <li>*Ice breaking</li> <li>*Talking about similar business model to business case on page 18</li> <li>*Studying Expression&amp;Vocabulary : It gives me great pleasure to, on site ~</li> <li>* Reading PT script on page 14, 15</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about similar company to Uber Car Service (Business Case on page 28)</li> <li>*Studying Expression&amp;Vocabulary : breakthrough, words alone cannot express ~</li> <li>* Reading PT script on page 24, 25</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about similar business case to Walmart (Business Case on page 38)</li> <li>*Studying Expression&amp;Vocabulary : allow me to open by ~ing, refrain</li> <li>* Reading PT script on page 34, 35</li> </ul>
Week	3 Week			4 Week		
Day	7	8	9	10	11	12
Unit	Unit 03 Starting the Purpose	Unit 04 Outlining	Unit 04 Outlining	Unit 05 Microsoft vs Google : Turf Wars	Unit 05 Microsoft vs Google : Turf Wars	Evaluation
Contents	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about job satisfaction (Business Case on page 48)</li> <li>*Studying Expression&amp;Vocabulary : I've divided my talk into, pertinent ~</li> <li>* Reading PT script on page 44, 45</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Answering questions on page 54 (Laptop computers, Softwares, Web Browsers)</li> <li>*Studying Expression&amp;Vocabulary : Claim the crown as, home turf ~</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ol style="list-style-type: none"> <li>1. Evaluation for 4 weeks</li> <li>2. Scoring each area of language</li> <li>3. Feedback strong and weak point</li> </ol>
Week	5 Week			6 Week		
Day	13	14	15	16	17	18
Unit	Unit 6 Analyzing	Unit 6 Analyzing	Unit 7 Marking Comparisons	Unit 7 Marking Comparisons	Unit 8 Making Contrasts	Actual Practice & Feedback
Contents	<ul style="list-style-type: none"> <li>*Talking about quitting a job (Business Case on page 64)</li> <li>*Studying Expression&amp;Vocabulary : turn around, dwarf ~</li> <li>* Reading PT script on page 60, 61</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about diversity at workplace (Business Case on page 74)</li> <li>*Studying Expression&amp;Vocabulary : when comparing A to B, detrimental ~</li> <li>* Reading PT script on page 70, 71</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about virtual reality at workplace (Business Case on page 84)</li> <li>*Studying Expression&amp;Vocabulary : copycat, go all out~</li> <li>* Reading PT script on page 80, 81</li> </ul>	<ul style="list-style-type: none"> <li>* Watching TV series, Movies, Documentaries which have some PT scenes</li> <li>* Discussion on the PC scenes</li> <li>* Watching Hitler's speech and Charlie Chaplin's imitation speech and</li> </ul>
Week	7 Week			8 Week		
Day	19	20	21	22	23	24
Unit	Unit 8 Making Contrasts	Unit 9 Emphasizing	Unit 9 Emphasizing	Unit 10 Nordstrom's IT Success Story	Unit 10 Nordstrom's IT Success Story	Evaluation
Contents	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about freelancer (Business Case on page 94)</li> <li>*Studying Expression&amp;Vocabulary : instill, it is critical that ~</li> <li>* Reading PT script on page 90, 91</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>**Answering questions on page 100 (online and offline shopping, inventory management)</li> <li>*Studying Expression&amp;Vocabulary : roll out, savvy</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ol style="list-style-type: none"> <li>1. Evaluation for 4 weeks</li> <li>2. Scoring each area of language</li> <li>3. Feedback strong and weak point</li> </ol>
Week	9 Week			10 Week		
Day	25	26	27	28	29	30
Unit	Unit 11 Introducing Visuals	Unit 11 Introducing Visuals	Unit 12 Describing a Bar Graph	Unit 12 Describing a Bar Graph	Unit 13 Describing a Line Graph	Actual Practice & Feedback
Contents	<ul style="list-style-type: none"> <li>*Talking about business to die for (Business Case on page 110)</li> <li>*Studying Expression&amp;Vocabulary : understate, draw your attention to~</li> <li>* Reading PT script on page 106, 107</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about three Cs (Candy, Cosmetics, Contraceptives) (Business Case on page 120)</li> <li>*Studying Expression&amp;Vocabulary : life span, far outweigh ~</li> <li>* Reading PT script on page 116, 117 and describing a bar graph</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about iPhone 6 in the world (Business Case on page 130)</li> <li>*Studying Expression&amp;Vocabulary : fluctuate, turnover ~</li> <li>* Reading PT script on page 126, 127 and describing a line graph</li> </ul>	<ul style="list-style-type: none"> <li>* Talking about difference between Speech and Presentation</li> <li>* Watching Donald Trump's victory speech and having a discussion</li> </ul>
Week	11 Week			12 Week		
Day	31	32	33	34	35	36
Unit	Unit 13 Describing a Line Graph	Unit 14 Describing a Pie Chart	Unit 14 Describing a Pie Chart	Unit 15 Nivea : Marketing Skincare Products to Men	Unit 15 Nivea : Marketing Skincare Products to Men	Evaluation
Contents	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about stock price and fund market (Business Case on page 140)</li> <li>*Studying Expression&amp;Vocabulary : have the highest percentage of, deficit ~</li> <li>* Reading PT script on page 136, 137 and describing a pie chart</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>**Answering questions on page 146 (popular advertisement)</li> <li>*Studying Expression&amp;Vocabulary : step up to the plate, incorporate</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ol style="list-style-type: none"> <li>1. Evaluation for 4 weeks</li> <li>2. Scoring each area of language</li> <li>3. Feedback strong and weak point</li> </ol>
Week	13 Week			14 Week		
Day	37	38	39	40	41	42
Unit	Unit 16 Highlighting Information	Unit 16 Highlighting Information	Unit 17 Summarizing the Main Points	Unit 17 Summarizing the Main Points	Unit 18 Closing a Presentation	Actual Practice & Feedback
Contents	<ul style="list-style-type: none"> <li>*Talking about portable media player in North Korea (Business Case on page 156)</li> <li>*Studying Expression&amp;Vocabulary : it is a known fact that, sector ~</li> <li>* Reading PT script on page 152, 153</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about migration (Business Case on page 166)</li> <li>*Studying Expression&amp;Vocabulary : hand in hand, run through ~</li> <li>* Reading PT script on page 162, 163</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about Apple company (Business Case on page 176)</li> <li>*Studying Expression&amp;Vocabulary : tough, attain, mark my words ~</li> <li>* Reading PT script on page 172, 173</li> </ul>	<ul style="list-style-type: none"> <li>* Talking about good and bad presentation</li> <li>* Watching Hillary Clinton's concession speech and having a discussion</li> </ul>
Week	15 Week			16 Week		
Day	43	44	45	46	47	48
Unit	Unit 18 Closing a Presentation	Unit 19 Handling the Q&A Session	Unit 19 Handling the Q&A Session	Unit 20 Toyota: Rebuilding a Tarnished Image	Unit 20 Toyota: Rebuilding a Tarnished Image	Evaluation
Contents	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>*Talking about Snack Business (Business Case on page 186)</li> <li>*Studying Expression&amp;Vocabulary : break down, bonanza, please fire away ~</li> <li>* Reading PT script on page 182, 183</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>* Reviewing Expression &amp; Vocabulary</li> <li>* Exercise &amp; Mr. Q's Story</li> </ul>	<ul style="list-style-type: none"> <li>**Answering questions on page 192 (Company image, social media)</li> <li>*Studying Expression&amp;Vocabulary : crop up, a tragedy befall</li> </ul>	<ol style="list-style-type: none"> <li>1. Evaluation for 4 weeks</li> <li>2. Scoring each area of language</li> <li>3. Feedback strong and weak point</li> </ol>