Curriculum of English for Professional Purposes designed by Andrew Starck

1. This is a one semester course held 99.99% in the best Queens English.
2. During this course students will be required to do several things that they have rarely done before.
3. This course contains no text book. The students cannot just open their books and memorize texts to pass an exam; they will be expected to think, go out, research and create for themselves.
4. There will be three main projects throughout the semester, each guided by the teacher, utilizing examples of graduated students, videos and handouts to outline the main requirements.
5. Project One: Company Concept.
6. Here the students will be required to use their long lost imaginations. They must think up ideas for setting up their own company. Many of the ideas will be hair brained, outlandish or too similar to other companies. The teacher will give individual critiques to each student’s idea, pointing out the pros and cons and encouraging further thought and development.
7. Having brainstormed and come up with a unique idea the next step will be to follow the instructions given by their teacher to develop their own website page.
8. They must create an excellent layout, incorporating a mission statement and an original name and logo.
9. Project Two: Cultural Questionnaire( Group Work)
10. Students as a class must come up with as many different ideas as to what makes up Culture.
11. They split up into groups who will be working with each other for some weeks. They choose their Cultural Criteria Topic and design a questionnaire..
12. They must then exit their comfort zones and go out to find foreigners to find out about the foreigners native culture and how they view Taiwanese Culture.
13. Project Three: Education Reform
14. This will start with some fun class activities to get the students actively thinking about the true value of education and come up with their own ideas about changing/reforming it.
15. This will then become individual work where students incorporate some of their own and their classmates’ ideas, with personal experience and research to give their final individual presentations.

**Syllabus:**

Week 1: Introduction

Week 2: Creating a tour plan

Week 3: Giving advice and assistance

Week 4: Exploring different cultures

Week 5: Countries and cultures

Week 6: Influencing and persuading people

Week 7: Clear communication of tourist English

Week 8: Telephone communication problems

Week 9: Midterm

Week 10: Explaining and training

Week 11: Working in front desk

Week 12: Working in housekeeping

Week 13: Taiwan and Tourism English(1)

Week: 14: Taiwan and Tourism English (2)

Week 15: Tainan and Tourism English (1)

Week 16: Tainan and Tourism English (2)

Week 17: Tainan and Tourism English (3)

Week 18: Final Report