



BBL Program

Learning
Outcomes



College of Business
Rikkyo University

Learning Outcomes for the BBL Program

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<http://www.cob.rikkyo.ac.jp/>

Bilingual Business Leader Program (BBL)

Program Director: Shigeru Matsumoto

Course Leaders: Herbert Donovan, Douglas Schules, Gene Thompson, Nerys Rees,
Brian Guthrie

Education and Research Coordinators: Sian Usuki, Tomoko Collier

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Learning Outcomes of the Core BBL Program

Program Objective for the Core Program

By the end of their second year, students who major in Global Business in the College of Business (COB) will be able to study international business management within English-medium instruction (EMI) learning environments.

Academic Competencies of the Core Program

Students will be able to:

- use a range of academic and specialized business-related vocabulary
- understand, in detail, academic and specialized business readings, lectures and presentations
- take detailed notes from written texts and lectures for future study or reference
- use notes from lectures or readings to explain key terms and concepts in their own words
- summarize a range of written and oral texts, highlighting main points and key data
- write well-structured academic essays and business reports
- give clear, well-structured presentations on complex topics related to international business
- lead and actively participate in academic discussions and debates related to business topics
- develop clear, logical arguments and support their ideas with persuasive evidence and relevant examples
- effectively synthesize and cite information from appropriate outside sources in essays, reports, and presentations

Leadership Competencies of the Core Program

Students will be able to:

- demonstrate academic ethics and integrity
- communicate effectively and work collaboratively with others
- solve problems and make effective decisions, independently and within groups
- manage their learning, self-organize, and display self-awareness
- show responsibility for individual and group performance
- develop global business management skills and knowledge
- demonstrate cross-cultural communicative competence

Learning Outcomes of the Advanced BBL Program

Program Objective for the Advanced Program

By the end of their fourth year, students who complete advanced courses in the Bilingual Business Leader Program will be able to work effectively within English-mediated international business teams.

Academic Competencies of the Advanced Program

Students will be able to:

- apply advanced language skills in a project-based working environments
- manage multiple deadlines in group-based working environments
- succinctly explain complex ideas and project outcomes to multiple audiences
- develop a variety of academic and business documents
- give professional-quality business presentations

Leadership Competencies of the Advanced Program

Students will be able to:

- demonstrate advanced communication skills
- demonstrate openness to new ideas
- function effectively in diverse, international teams
- demonstrate resilience in high pressure environments
- demonstrate value-added skills in diverse teams
- demonstrate advanced cross-cultural knowledge

What are Leadership Competencies?

‘Leadership Competencies’ are the underlying, essential skills and behaviors needed by business leaders that contribute to individual and group success. The BBL leadership competencies are informed by the following sources:

Giles, S. (2016). The most important leadership competencies, according to leaders around the world. Retrieved February 2, 2017, from <https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world?>

Society for Human Resource Management. (2008). Leadership competencies. Retrieved February 2, 2017, from <https://www.shrm.org/resourcesandtools/hr-topics/behavioral-competencies/leadership-and-navigation/pages/leadershipcompetencies.aspx>.

BBL Program Course Competencies

	Overseas EAP	EAP I
Vocabulary	use general vocabulary for personal communication in simple written and oral contexts	use basic academic vocabulary in written and spoken texts
Comprehension of oral and written texts	understand the content of short lectures and newspaper articles	comprehend short multimedia texts related to leadership and business
Note taking	take simple notes from short lectures and newspaper articles	take accurate notes from a variety of short multimedia texts related to leadership and business
Summarizing	reproduce key words and main ideas from short lectures and newspaper articles	paraphrase and summarize the main content of short multimedia texts on topics related to leadership and business
Writing	write narrative paragraphs with clear topic sentences and relevant supporting explanation	write short academic essays on topics related to leadership and business
Presentation	give short presentations to small groups about familiar topics	give short academic presentations on topics related to leadership and business
Discussion and debate	participate in simple group activities	participate in discussions on topics related to leadership and business
Question / Answer time	ask and answer simple questions at the end of short presentations to small groups	ask and answer simple questions at the end of short presentations to the class
Argumentation	develop arguments with support from personal examples	develop arguments with support from trustworthy outside sources
Ethics and integrity	use basic strategies for explaining and citing outside sources in short presentations and written reports	introduce, summarize, and cite outside sources in short presentations and written reports
Knowledge and learning	incorporate foundational analytical business frameworks into oral and written texts	demonstrate and introduce basic knowledge about leadership in discussion and short academic texts

EAP 2	ESP	BP
use a range of academic and business vocabulary in extended written and spoken texts	use a range of specialized vocabulary related to international business in academic and business texts	use general and specialized vocabulary, with full control, for negotiation of meaning in international teams
comprehend short academic works and extended multimedia texts related to business	identify key information and understand main ideas from extended university-level business readings and lectures	comprehend key points of information presented in written or spoken forms of professional English
take detailed notes from short academic works and extended multimedia texts related to business	take detailed notes from extended university-level business readings and lectures which can be used for future study or reference	
paraphrase and summarize the key ideas of short academic works and extended multimedia texts related to business	summarize and explain, in their own words, key terms and ideas from university-level business readings and lectures	synthesize complex ideas from multiple sources
write well-structured persuasive academic essays and expository business reports	write clear, well-structured business reports and proposals with clear executive summaries	develop a variety of business documents, including reports, proposals, and market analyses
give extended individual and group presentations on academic and business topics	give extended group presentations on specialized topics related to international business management	give professional presentations, using optimal strategies for presenting information to argue in support of a business solution
lead and actively participate in discussions and debates about current events and business issues	lead and actively participate in discussions and debates on specialized topics related to international business management	facilitate group discussions so that members with different expertise and working styles can collaborate effectively
ask questions to speakers, and answer questions from the audience in presentations, lectures, or during debates	ask appropriate questions to speakers, and clearly deal with questions from the audience, including experts, during presentations and lectures	professionally field questions related to business proposals and solutions
develop clear, logical arguments and refutations that draw support from appropriate evidence and relevant examples	develop solution-focused arguments that draw support from appropriate evidence, business analysis frameworks, and relevant examples	produce sustained arguments that integrate information from a wide variety of business and academic sources
critically analyze, synthesize, and accurately cite information from appropriate academic sources in reports, and presentations	critically analyze, synthesize, and accurately cite information from appropriate academic and business sources in reports, and presentations	
apply and demonstrate knowledge about international business management in discussions, debates, and extended academic texts	apply knowledge about international business management and utilize a variety of analytical business tools in discussions and business proposals	apply both basic and advanced business frameworks to analyze market environments and develop professional-quality solutions

Learning Outcomes for Overseas EAP

In Overseas English for Academic Purposes (Overseas EAP), students will develop their basic academic English skills for use in cross-cultural contexts. In other words, Overseas EAP is focused on developing the basic communication and academic skills needed for studying in EMI learning environments overseas.

Overseas EAP provides an introduction to basic academic writing, presentation, and note-taking skills. Primarily, the course focuses on developing successful skills for group work, cross-cultural understanding, and academic public speaking skills.

By the completion of this course, students will be able to:

- use general vocabulary for personal communication in simple written and oral contexts
- understand the content of short lectures and newspaper articles
- take simple notes from short lectures and newspaper articles
- reproduce key words and main ideas from short lectures and newspaper articles
- write narrative paragraphs with clear topic sentences and relevant supporting explanation
- give short presentations to small groups about familiar topics
- participate in simple group activities
- ask and answer simple questions at the end of short presentations to small groups
- develop arguments with support from personal examples
- use basic strategies for explaining and citing outside sources in short presentations and written reports
- incorporate foundational analytical business frameworks into oral and written texts
- participate effectively in group work with classmates
- negotiate communication with people from different cultures
- act appropriately in cross-cultural contexts

Learning Outcomes for EAP I

In English for Academic Purposes 1 (EAP 1), students will develop their English skills for use in academic contexts through working with business-related content. In other words, EAP 1 is focused on developing the core academic skills and knowledge needed for studying in EMI learning environments.

EAP 1 provides an introduction to the academic writing, presentation, and note-taking skills that are covered in more depth in EAP 2, while building on the leadership and academic skills first introduced in Overseas EAP and the accompanying College of Business programs such as the Business Leadership Project (BLP).

By the completion of this course, students will be able to:

- use basic academic vocabulary in written and spoken texts
- comprehend short multimedia texts related to leadership and business
- take accurate notes from a variety of short multimedia texts related to leadership and business
- paraphrase and summarize the main content of short multimedia texts on topics related to leadership and business
- write short academic essays on topics related to leadership and business
- give short academic presentations on topics related to leadership and business
- participate in discussions on topics related to leadership and business
- ask and answer simple questions at the end of short presentations to the class
- develop arguments with support from trustworthy outside sources
- introduce, summarize, and cite outside sources in short presentations and written reports
- demonstrate and introduce basic knowledge about leadership in discussion and short academic texts

Learning Outcomes for EAP 2

In English for Academic Purposes 2 (EAP 2), students will master the academic skills necessary for studying in EMI learning environments. The course focuses on the development of research and critical thinking skills with a focus on academic writing.

EAP 2 provides students with opportunities to participate in debates, complete essays and business reports, and engage with academic and specialist articles about issues in business. Students will begin to interact with business textbooks designed for use in English medium undergraduate study.

By the completion of the course, students will be able to:

- use a range of academic and business vocabulary in extended written and spoken texts
- comprehend short academic works and extended multimedia texts related to business
- take detailed notes from short academic works and extended multimedia texts related to business
- paraphrase and summarize the key ideas of short academic works and extended multimedia texts related to business
- write well-structured persuasive academic essays and expository business reports
- give extended individual and group presentations on academic and business topics
- lead and actively participate in discussions and debates about current events and business issues
- ask questions to speakers, and answer questions from the audience in presentations, lectures, or during debates
- develop clear, logical arguments and refutations that draw support from appropriate evidence and relevant examples
- critically analyze, synthesize, and accurately cite information from appropriate sources in essays, reports, and presentations
- apply and demonstrate knowledge about international business management in discussions, debates, and extended academic texts

Learning Outcomes for ESP

In English for Specific Purposes (ESP), students will develop the specialized skills necessary for studying international business in EMI learning environments. The course focuses on the development of vocabulary and comprehension skills needed for understanding business textbooks used in English medium undergraduate study.

ESP provides students with opportunities to develop strategies for both extensive and intensive reading. Students complete group projects, participate in discussion about key business ideas, and present proposals that require them to apply business knowledge.

By the completion of this course, students will be able to:

- use a range of specialized vocabulary related to international business in academic and business texts
- identify key information and understand main ideas from extended university-level business readings and lectures
- take detailed notes from extended university-level business readings and lectures which can be used for future study or reference
- summarize and explain, in their own words, key terms and ideas from university-level business readings and lectures
- write clear, well-structured business reports and proposals with clear executive summaries
- give extended group presentations on specialized topics related to international business management
- lead and actively participate in discussions and debates on specialized topics related to international business management
- ask appropriate questions to speakers, and clearly deal with questions from the audience, including experts, during presentations and lectures
- develop solution-focused arguments that draw support from appropriate evidence, business analysis frameworks, and relevant examples
- critically analyze, synthesize, and accurately cite information from appropriate academic and business sources in reports, and presentations
- apply knowledge about international business management and utilize a variety of analytical business tools in discussions and business proposals

Learning Outcomes for Business Project

In Business Project (BP), students apply the business and intercultural communication knowledge they have learned in the program to solve real-world business problems provided by client companies.

Working collaboratively in international teams, students research the current market situation for the client, develop solutions based on data, and design written and oral proposals that are presented, in English, to the client.

By the completion of this course, students will be able to:

- use general and specialized vocabulary, with full control, for negotiation of meaning in international teams
- comprehend key points of information presented in written or spoken forms of professional English
- succinctly explain complex ideas from multiple sources
- develop a variety of business documents, including reports, proposals, and market analyses
- give professional presentations, using optimal strategies for presenting information to argue in support of a business solution
- facilitate group discussions so that members with different expertise and working styles can collaborate effectively
- professionally deal with question time and effectively answer questions related to business proposals and solutions
- produce sustained arguments that integrate information from a wide variety of business and academic sources
- apply both basic and advanced business frameworks to analyze market environments and develop professional-quality solutions
- accommodate different working styles of people from diverse backgrounds
- function effectively in a diverse, international team
- communicate effectively and work collaboratively in a diverse, international team

Appendix A: Learning Outcomes in relation to the CEFR

This section shows how BBL outcomes are located in relation to the ‘can-do’ statements of the Common European Framework of Reference for Languages (CEFR). Overall, all students should reach B2 level by the end of the core program.

Adapted from:

Council of Europe. *Common European Framework of Reference for Languages: Learning, Teaching, Assessment*. Cambridge University Press / Council of Europe, 2001.

Course	EAP 0	EAP 1	EAP 2	ESP	BP
CEFR Outcome Level	Level B1 Intermediate		Level B2 Advanced		Level C1 Expert
Note Taking	take simple notes from short lectures and newspaper articles	take accurate notes from a variety of short multimedia texts related to leadership and business	comprehend short academic works and extended multimedia texts related to business	identify key information and understand main ideas from extended university-level business readings and lectures	comprehend key points of information presented in written or spoken forms of professional English
Can take notes from a reading or short lecture or documentary	Can take notes of a text, which are precise enough for his/her own use at a later date, provided the topic is within his/her field of interest and the text is clear and well structured		Can understand a clearly structured text on a familiar subject, and can take notes on points which strike him/her as important		Can take detailed notes of a text on topics in his/her field of interest, recording the information so accurately that the notes could also be useful to other people
Academic Discussion	participate in simple group activities	participate in discussions on topics related to leadership and business	lead and actively participate in discussions and debates about current events and business issues	lead and actively participate in discussions and debates on specialized topics related to international business management	facilitate group discussions so that members with different expertise and working styles can collaborate effectively
Can participate in academic discussions	Can make his/her opinions and reactions and give solutions to problems. Can express belief, opinion, agreement and disagreement politely		Can take an active part in discussion in familiar contexts, commenting, putting point of view clearly, evaluating proposals and making and responding to opinions and ideas		Can easily follow and contribute to complex interactions between third parties in group discussion even on abstract, complex, and unfamiliar topics

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編集人：松本 茂

連絡先：立教大学経営学部 BBL 事務局

〒171-8501 東京都豊島区西池袋 3-34-1

電話 03-3985-2210

F A X 03-3985-4026

E-mail smatsumoto@rikkyo.ac.jp

U R L <http://cob.rikkyo.ac.jp/>

印刷：株式会社 広英社

〒113-0001 東京都文京区白山 1-13-7

電話 03-5689-0230

F A X 03-5689-0240



RIKKYO UNIVERSITY