Learning Outcomes for the BBL Program

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Bilingual Business Leader Program (BBL)

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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?

## BBL Program Course Competencies

<table>
<thead>
<tr>
<th></th>
<th>Overseas EAP</th>
<th>EAP I</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vocabulary</strong></td>
<td>use general vocabulary for personal communication in simple written and oral contexts</td>
<td>use basic academic vocabulary in written and spoken texts</td>
</tr>
<tr>
<td><strong>Comprehension of oral and written texts</strong></td>
<td>understand the content of short lectures and newspaper articles</td>
<td>comprehend short multimedia texts related to leadership and business</td>
</tr>
<tr>
<td><strong>Note taking</strong></td>
<td>take simple notes from short lectures and newspaper articles</td>
<td>take accurate notes from a variety of short multimedia texts related to leadership and business</td>
</tr>
<tr>
<td><strong>Summarizing</strong></td>
<td>reproduce key words and main ideas from short lectures and newspaper articles</td>
<td>paraphrase and summarize the main content of short multimedia texts on topics related to leadership and business</td>
</tr>
<tr>
<td><strong>Writing</strong></td>
<td>write narrative paragraphs with clear topic sentences and relevant supporting explanation</td>
<td>write short academic essays on topics related to leadership and business</td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td>give short presentations to small groups about familiar topics</td>
<td>give short academic presentations on topics related to leadership and business</td>
</tr>
<tr>
<td><strong>Discussion and debate</strong></td>
<td>participate in simple group activities</td>
<td>participate in discussions on topics related to leadership and business</td>
</tr>
<tr>
<td><strong>Question / Answer time</strong></td>
<td>ask and answer simple questions at the end of short presentations to small groups</td>
<td>ask and answer simple questions at the end of short presentations to the class</td>
</tr>
<tr>
<td><strong>Argumentation</strong></td>
<td>develop arguments with support from personal examples</td>
<td>develop arguments with support from trustworthy outside sources</td>
</tr>
<tr>
<td><strong>Ethics and integrity</strong></td>
<td>use basic strategies for explaining and citing outside sources in short presentations and written reports</td>
<td>introduce, summarize, and cite outside sources in short presentations and written reports</td>
</tr>
<tr>
<td><strong>Knowledge and learning</strong></td>
<td>incorporate foundational analytical business frameworks into oral and written texts</td>
<td>demonstrate and introduce basic knowledge about leadership in discussion and short academic texts</td>
</tr>
<tr>
<td>EAP 2</td>
<td>ESP</td>
<td>BP</td>
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<tr>
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<td>----</td>
</tr>
<tr>
<td>use a range of academic and business vocabulary in extended written and spoken texts</td>
<td>use a range of specialized vocabulary related to international business in academic and business texts</td>
<td>use general and specialized vocabulary, with full control, for negotiation of meaning in international teams</td>
</tr>
<tr>
<td>comprehend short academic works and extended multimedia texts related to business</td>
<td>identify key information and understand main ideas from extended university-level business readings and lectures</td>
<td>comprehend key points of information presented in written or spoken forms of professional English</td>
</tr>
<tr>
<td>take detailed notes from short academic works and extended multimedia texts related to business</td>
<td>take detailed notes from extended university-level business readings and lectures which can be used for future study or reference</td>
<td></td>
</tr>
<tr>
<td>paraphrase and summarize the key ideas of short academic works and extended multimedia texts related to business</td>
<td>summarize and explain, in their own words, key terms and ideas from university-level business readings and lectures</td>
<td>synthesize complex ideas from multiple sources</td>
</tr>
<tr>
<td>write well-structured persuasive academic essays and expository business reports</td>
<td>write clear, well-structured business reports and proposals with clear executive summaries</td>
<td>develop a variety of business documents, including reports, proposals, and market analyses</td>
</tr>
<tr>
<td>give extended individual and group presentations on academic and business topics</td>
<td>give extended group presentations on specialized topics related to international business management</td>
<td>give professional presentations, using optimal strategies for presenting information to argue in support of a business solution</td>
</tr>
<tr>
<td>lead and actively participate in discussions and debates about current events and business issues</td>
<td>lead and actively participate in discussions and debates on specialized topics related to international business management</td>
<td>facilitate group discussions so that members with different expertise and working styles can collaborate effectively</td>
</tr>
<tr>
<td>ask questions to speakers, and answer questions from the audience in presentations, lectures, or during debates</td>
<td>ask appropriate questions to speakers, and clearly deal with questions from the audience, including experts, during presentations and lectures</td>
<td>professionally field questions related to business proposals and solutions</td>
</tr>
<tr>
<td>develop clear, logical arguments and refutations that draw support from appropriate evidence and relevant examples</td>
<td>develop solution-focused arguments that draw support from appropriate evidence, business analysis frameworks, and relevant examples</td>
<td>produce sustained arguments that integrate information from a wide variety of business and academic sources</td>
</tr>
<tr>
<td>critically analyze, synthesize, and accurately cite information from appropriate academic sources in reports, and presentations</td>
<td>critically analyze, synthesize, and accurately cite information from appropriate academic and business sources in reports, and presentations</td>
<td></td>
</tr>
<tr>
<td>apply and demonstrate knowledge about international business management in discussions, debates, and extended academic texts</td>
<td>apply knowledge about international business management and utilize a variety of analytical business tools in discussions and business proposals</td>
<td>apply both basic and advanced business frameworks to analyze market environments and develop professional-quality solutions</td>
</tr>
</tbody>
</table>
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 1

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:

<table>
<thead>
<tr>
<th>Course</th>
<th>EAP 0</th>
<th>EAP 1</th>
<th>EAP 2</th>
<th>ESP</th>
<th>BP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEFR Outcome</td>
<td>Level B1 Intermediate</td>
<td>Level B2 Advanced</td>
<td></td>
<td></td>
<td>Level C1 Expert</td>
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<tr>
<td>Level</td>
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<tr>
<td>Note Taking</td>
<td>take simple notes from short lectures and newspaper articles</td>
<td>take accurate notes from a variety of short multimedia texts related to leadership and business</td>
<td>comprehend short academic works and extended multimedia texts related to business</td>
<td>identify key information and understand main ideas from extended university-level business readings and lectures</td>
<td>comprehend key points of information presented in written or spoken forms of professional English</td>
</tr>
<tr>
<td>Can take notes from a reading or short lecture or documentary</td>
<td>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</td>
<td>Can understand a clearly structured text on a familiar subject, and can take notes on points which strike him/her as important</td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic Discussion</td>
<td>participate in simple group activities</td>
<td>participate in discussions on topics related to leadership and business</td>
<td>lead and actively participate in discussions and debates about current events and business issues</td>
<td>lead and actively participate in discussions and debates on specialized topics related to international business management</td>
<td>facilitate group discussions so that members with different expertise and working styles can collaborate effectively</td>
</tr>
<tr>
<td>Can participate in academic discussions</td>
<td>Can make his/her opinions and reactions and give solutions to problems. Can express belief, opinion, agreement and disagreement politely</td>
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<tr>
<td>Acade</td>
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