

Business English Club

Event 1: 4th July, US Independence Day

Saturday 3rd July 4-6pm

1. Introductions	Students get to know the teacher and each other and ask about their work/family life	10 minutes
2. USA Quiz	Students get into groups and are asked questions by MC about US history, geography, popular culture (including famous “Name That Song” quiz), food and other topics. Small prize for winning group	30-40 minutes
3. Music	Students listen to some famous American songs and complete the lyrics with missing words	20 minutes
4. Afternoon tea	Students can try some popular US food (pizza, hotdogs, Budweiser beer, etc) while discussing the positives and negatives of US influence on Vietnam, to a little background music.	20-30 minutes
5. Open debate/ discussion	Groups gather and brainstorm their ideas on US influence on Vietnam. Finally, a member of each group (high pre-intermediate or intermediate) will be chosen by the MC to present either the “For” or “Against” case.	20-30 minutes
6. Closing questions/ comments		

Event 2: Business Plan

Saturday 14th August 5-7pm

1. Speed Dating warmer	Students stand/sit in rows and talk to as many counterparts as possible to find their common interests. Students then form groups of 4-5 based on their interests	10-15 mins
2. Brainstorming a business plan	What are the essential elements of a business plan?	5 minutes.
3. Designing a slogan	Students are introduced to some common slogans and asked to name the company. Students will be given separate pieces of paper with famous companies or slogans. They will have to go around the class and read their slogan to each student until they find the person with the corresponding company. After that, students will return to their groups and think of a catchy slogan.	10 – 15 mins
4. Starting the company	Starting the company – student groups are given mock company names (“Microboft” e.g.) and then pull product names out of a hat. This will mean that the company name will match with a totally random product. Then in groups they think of a new slogan for their product. Finally, students will design the logo for their company/product	20-25 minutes.
5. Business plan	Students must now decide on the following steps: Executive Summary, Product, Customer (target market), Advertising and SWOT analysis. After each step, some feedback will be taken from each group	25 minutes
6. Presentation	Teachers will give a quick model presentation and then each student company will present the business plan, with each student presenting one section. Students will be given a worksheet with some useful language for presentations (e.g. connectives/sequencers) with empty bullet points where groups can write in their specific information. Then each group will present their plan (each student will contribute one part of the presentation, and give reasons for each decision)	30 minutes
7. Secret ballot	All students will vote in a secret ballot for the “best company award”. The winning company will receive an unexpected prize.	5 minutes