

English Language and Business Online {Draft} Programme timetable

31 AUGUST– 10 SEPTEMBER 2021

PROGRAMME MANAGER

Aoife Burke

PROGRAMME ADMINISTRATOR

TBC

PROGRAMME TUTORS

TBC

TEACHING BUILDINGS

GOOGLE CLASSROOM

ZOOM

ENGLISH LANGUAGE AND BUSINESS ONLINE
PROGRAMME TIMETABLE



Centre for Global Programmes

Week 1

PLATFORM: [GOOGLE CLASSROOM](#) & [ZOOM](#)

AUG/SEPT 2021	MONDAY 30	TUESDAY 31	WEDNESDAY 1	THURSDAY 2	FRIDAY 3
SESSION 1 1 HOUR	BANK HOLIDAY UK	WELCOME AND ORIENTATION LIVE SESSION	MARKETING 1 INTRODUCTION TO MARKETING LIVE SESSION	BUSINESS CASE STUDY 1 THE CONTINUING SUCCESS OF KITKAT LIVE SESSION	PRICING STRATEGY LIVE SESSION
SESSION 2 1 HOUR		INTRODUCTION TO PROJECT LIVE SESSION	MARKETING 2 MARKETING MIX LIVE SESSION	ACADEMIC COMMUNICATION SKILLS 1 PRESENTATION SKILLS LIVE SESSION	SWOT ANALYSIS LIVE SESSION
SESSION 3 1 HOUR		SOCIAL EVENT ICEBREAKER ACTIVITY LIVE SESSION	INTERNATIONAL CONVERSATION AFTERNOON 12PM – 1PM LIVE SESSION	VIRTUAL TOUR 1 LIVE SESSION	PROJECT WORK LIVE SESSION
SESSION 4 SELF-STUDY		YORK RESEARCH TASK ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS

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Week 2

PLATFORM: [GOOGLE CLASSROOM](#) & [ZOOM](#)

SEPT 2021	MONDAY 6	TUESDAY 7	WEDNESDAY 8	THURSDAY 9	FRIDAY 10
SESSION 1 1 HOUR	BUSINESS CASE STUDY 2 THE FAILURE OF CARREFOUR IN JAPAN LIVE SESSION	BUSINESS REVIEW LIVE SESSION	ACADEMIC COMMUNICATION SKILLS 3 PRESENTATION SKILLS LIVE SESSION	PRESENTATION TUTORIALS LIVE SESSION	FINAL PRESENTATIONS LIVE SESSION
SESSION 2 1 HOUR	PROMOTING YOUR PRODUCT LIVE SESSION	ACADEMIC COMMUNICATION SKILLS 2 PRESENTATION SKILLS LIVE SESSION	PROJECT WORK LIVE SESSION	PRESENTATION TUTORIALS LIVE SESSION	
SESSION 3 1 HOUR	VIRTUAL TOUR 2 LIVE SESSION	SOCIAL EVENT LIVE SESSION	INTERNATIONAL CONVERSATION AFTERNOON 12PM – 1PM LIVE SESSION	VIRTUAL TOUR 3 LIVE SESSION	PRESENTATION FEEDBACK & COURSE EVALUATION LIVE SESSION
SESSION 4 SELF-STUDY	VIRTUAL TOUR ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	