

ENM218 IMPLEMENTATION GUIDELINES

The aim of this course is to improve students' ENM218 Professional English II communication skills, enable them to express technical knowledge verbally and visually, develop analytical thinking abilities, and support effective communication in professional engineering environments.

Course activities consist of four main practical components. All activities shall be conducted through group organization and collaborative work.

Each student is required to complete individual preparation, actively participate in discussions, and deliver individual oral presentations.

GENERAL ASSESSMENT DISTRIBUTION

Application 1 – Reading Materials and Poster Presentation: 25%

Application 2 – Professional Dialogue Practice: 20%

Application 3 – Listening, Analysis and Poster Presentation: 20%

Application 4 – Debate and SWOT Analysis: 35%

Total Assessment: 100%

Each application is evaluated over 100 points. The weighted average of all applications contributes **50% to the overall course grade**.

APPLICATION 1

Reading Materials and Poster Presentation

Assessment Weight: 25%

Application Description

Students will examine English professional materials related to weekly industrial engineering topics, analyze the assigned subject, and prepare an academic poster as a group.

Each group member will explain the prepared poster before the lesson based on topic-specific questions and discussion themes by delivering an individual presentation lasting approximately 3–4 minutes.

Application Topics

Industrial Engineering as a Profession
Variety of Roles as an Industrial Engineer
Industrial Engineering as a Manager
Data and Information Systems
Analysis and Design
Operations Planning and Control
Operations Management
Tools, Techniques and Systems
Resources Management
Human Factors in Organization
Industrial Engineers in Sales and Marketing
Business Performance

Expected Learning Outcomes

Understanding and interpreting professional content
Visual presentation of technical knowledge through posters
Accurate use of professional terminology
Independent oral explanation of assigned content
Effective time management during presentations
Active participation in group work

Assessment Components

Preparation level and subject knowledge: 20 points
Poster content and academic quality: 20 points
Use of professional English terminology: 20 points
Oral presentation fluency and clarity: 20 points
Individual contribution and time management: 20 points

Total: 100 points

APPLICATION 2

Professional Dialogue Practice

Assessment Weight: 20%

Application Description

Students will participate in simulated professional communication scenarios designed to develop workplace communication skills in English.

For each topic, group members will prepare individually and deliver approximately 15-minute role-based presentations using posters, role descriptions, or supporting materials when necessary.

Application Subtopics

Dialogue Practice I – Factory Visit Communication
Dialogue Practice II – Project Meeting Simulation
Dialogue Practice III – Job Interview Simulation

Expected Learning Outcomes

Use of professional communication language
Role-appropriate speaking performance
Ability to ask and respond to professional questions
Fluent and understandable communication
Effective use of engineering terminology
Maintaining interactive communication

Assessment Components

Use of professional language: 20 points
Role-appropriate communication skills: 20 points
Fluency and intelligibility: 20 points
Interactive communication performance: 20 points
Participation and preparation level: 20 points

Total: 100 points

APPLICATION 3

Listening, Analysis and Poster Presentation

Assessment Weight: 20%

Application Description

Students will listen to English-language videos, podcasts, or interviews related to engineering topics, analyze the obtained information, and reconstruct the knowledge in poster format.

Each group will watch a video from an English-language source related to the assigned topic. Subsequently, each group member will deliver an approximately 8-minute poster presentation explaining key information using logical reasoning.

Application Subtopics

Listening I – video about Lean Systems
Listening II – video about Energy Efficiency Applications

Expected Learning Outcomes

Accurate comprehension of listening materials
Identification of main ideas
Analytical interpretation of information
Reformulation of technical knowledge
Structured and logical presentation delivery
Development of critical interpretation skills

Assessment Components

Listening comprehension level: 20 points
Analysis and interpretation ability: 20 points
Poster organization and clarity: 20 points
Technical language usage: 20 points
Presentation performance and time management: 20 points

Total: 100 points

APPLICATION 4

Debate and SWOT Analysis

Assessment Weight: 35%

Application Description

Students will conduct SWOT analyses on industry-related topics and defend their ideas within an academic debate environment.

Debate sessions will be organized in 40-minute sessions. Each group will speak for at least 10 minutes and will be assigned a specific SWOT dimension such as Strengths, Weaknesses, Opportunities, or Threats. Joint preparation may be conducted when necessary.

Speaking I

SWOT Analysis of Smart Manufacturing (Industry 4.0) Applications

Purpose: Persuasive speaking and idea development

Scope includes efficiency, real-time monitoring, high investment cost, global competitiveness, cybersecurity risks, and workforce adaptation. Industrial examples such as Siemens, Bosch, and Tesla may be used.

Speaking II

SWOT Analysis of Sustainable Supply Chain Management

Purpose: Persuasive speaking and analytical discussion

Scope includes green logistics, carbon reduction, ethical sourcing, and the cost versus sustainability dilemma. Case examples such as Amazon, IKEA, and DHL may be incorporated.

Speaking III

SWOT Analysis of Digital Twin Applications in Industry

Purpose: Persuasive speaking and analytical discussion

Scope includes simulation before production, predictive maintenance, data dependency, and implementation complexity.

Expected Learning Outcomes

- Development of analytical thinking skills
- Construction of strong arguments
- Use of real industrial examples
- Responding to counterarguments
- Persuasive professional speaking
- Active participation in academic discussion

Assessment Components

- SWOT analysis and argument development: 30 points
- Evidence, references, and example usage: 30 points
- Preparation and participation level: 20 points
- Active debate participation: 20 points

Total: 100 points

GENERAL IMPLEMENTATION RULES

All students are required to complete individual presentations. Students who remain passive within group activities will not receive grades for the related application.

Students are expected to demonstrate understanding rather than reading memorized texts. Lack of preparation, exceeding time limits, or insufficient individual contribution will result in score reduction.