



Course Specification

(Bachelor)

Course Title: **Business English**

Course Code: **ELCE2201**

Program: **Bachelor's in Business Administration**

Department: **English Language Institute**

College: **English Language Institute**

Institution: **Umm Al Qura University**

Version: **3**

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Ministry Of Education Umm Al-Qura University	وزارة التعليم جامعة أم القرى
University Vice Presidency For Academic Affairs English language institute	وكالة الجامعة للشؤون الأكاديمية معهد اللغة الإنجليزية



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A. General information about the course:

1. Course Identification

1. Credit hours: (4)

2. Course type

A. University College Department Track Others
B. Required Elective

3. Level/year at which this course is offered: (4th level.)

4. Course General Description:

Business English is an English for Specific Purposes (ESP) course. All students who are admitted to the Bachelor's in Business are required to take this course in the fourth semester of the second year of their program. The course is offered in 10 weeks with a 16-hour-per week teaching plan covering a wide range of topics relevant to business administration. It also intends to develop students' knowledge and ability of English language in all major skills which include reading, writing, listening, and speaking, as well as in sub-skills including vocabulary, and pronunciation.

5. Pre-requirements for this course (if any):

English Language 1 (Code: ELCE1201), English Language 2 (Code: ELCE1202) and English Language 3 (Code: ELCE1203)

6. Co-requisites for this course (if any):

7. Course Main Objective(s):

The main objective of the course is to provide students with the specific English including terminology, linguistic knowledge and communicative skills in business and management.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	12 hours per week	75%
2	E-learning	4 hours per week	25%
3	Hybrid	0	0



No	Mode of Instruction	Contact Hours	Percentage
	<ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning	0	0

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	(16 hours) X (10 weeks)
2.	Laboratory/Studio	0
3.	Field	0
4.	Tutorial	0
5.	Others (specify)	0
Total		160 hours

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Recognize and understand key words when listening, including correct stress and pronunciation of key words and phrases and show understanding of the content of the course. - listen for the main ideas and understand details of talks, lectures, conversations, discussions and seminars		strategies for listening exercises	periodical exams Formative and summative listening assessments



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	- listen for and recognize fixed phrases from academic English and fixed phrases from tourism and hospitality English - recognize signpost language in a lecture - recognize stress within multi-syllable words; the use of stress for different purposes (e.g. giving an example, adding points, emphasizing a major point)			
1.2	Recognize and use vocabulary items in general and academic contexts, including: - learning to pronounce words with the international phonetic alphabet - - being aware of related words and their meanings in different contexts, e.g. return in general English and return in business – being aware of and building word families by using an English-English dictionary - understand synonyms, antonyms, hypernyms and vocabulary sets – using linking words to link ideas in a text, e.g. whereas, although, consequently – being		strategies for vocabulary building Dictionary skills	Periodical exams Formative and summative vocabulary assessments assessment of vocabulary during speaking and writing



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	aware of importance of linking words in academic texts, and develop their range and use			
2.0	Skills			
2.1	Demonstrate comprehension of simple and complex written texts through applying the skills of scanning, skimming, guessing from context and through recognizing linking words. – identifying main points of paragraphs, and making notes on the details to facilitate summarizing or paraphrasing later – identifying arguments and support – discerning attitude and stance in a text recalling key information		Reading strategies Writing strategies Note-taking strategies	Formative and summative assessments Periodical and final examinations
2.2	Compose short texts and edit/revise work by: - studying an essay plan (descriptive, analytical, comparison, argumentative) and follow it to write an essay - using subject, verbs and complements correctly; use linking phrases to link ideas, - writing a summary, a mission statement, a case study, research		Writing strategies Proofreading and editing strategies	Monitoring students' progress



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	<p>questions, topic sentences and concluding paragraphs - learning to paraphrase and rewrite written texts from the active to the passive - writing citations and references for books, journals and websites - rereading and proofread to improve a finished text</p>			
2.3	<p>Communicate effectively in group discussions, presentations and while giving short talks by: -</p> <p>discussing familiar and unfamiliar topics and taking part in discussions and seminars on lecture topics and content giving short presentations to pairs and the whole class and talking about research findings</p>		<p>Speaking strategies Speaking and classroom discussion tasks</p>	<p>Speaking assessment</p>
2.4	<p>Critical Thinking – learn to develop well-built arguments - learn to analyze sources of information when conducting research and interpret the results of a survey - understand the links between ideas - organize ideas in a logical, systematic way</p>		<p>Strategies for developing logical thought and critical thinking</p>	<p>assessment of speaking and writing tasks</p>



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
2.5	Communication, Information Technology, Numerical – research, discuss and present information - describe and give personal opinions on a variety of topics - express general beliefs		Pair and group work	Self-assessment and peer review Assessment of individual performance and performance within the group
3.0	Values, autonomy, and responsibility			
3.1	Foster academic integrity and develop life-long learning strategies to prepare students for academic study in the discipline of Business Studies.		Reading, listening, speaking and writing strategies	Formative and summative assessments Periodical and final examinations
3.2	Develop students' ability to learn independently and assess their own learning.		Self-study skills	Continuous assessment
3.3	Develop the ability to cooperate with and learn from peers.		Pair and group work Presentations Peer review	assessment of individual performance and performance within the group

C. Course Content

No	List of Topics	Contact Hours
1.	The business of business	13





	Types of business and the history of business Preparing for a lecture; Understanding lecture organization and making lecture notes Speaking from notes	
2.	The organization of work the structure of organizations (hierarchies, teams, etc.) Using research questions to focus on relevant information in a text Using topic sentences to get an overview of the text Writing topic sentences; Summarizing a text	13
3.	Getting the work done Productivity, motivation and management Using different information sources Reporting research findings; Formulating questions	13
4.	The world of technology Computers for research; technological change Identifying topic development within a paragraph Evaluating internet search results Reporting research findings	15
5.	People and markets the importance of marketing; Types of market; Market research Signpost language in lectures; symbols and abbreviations in note-taking Effective contributions to a seminar	13
6.	Products and strategies the role of a product; product life cycles and portfolios Key information in complex sentences; reporting findings; paraphrasing Writing complex sentences	13
7.	Operations: producing the goods the production process; types of production; scheduling Understanding speaker emphasis Asking for and giving clarification	13
8.	Operations: efficiency, costs and quality Efficiency in operations management Japanese management practices: 'Lean' production techniques, TQM Understanding dependent clauses with passives 15 6 Writing essay plans; writing essays	15
9.	Managing financial accounts Accounting; Documentation; Cash flow The Cornell note-taking system; digressions in lectures Making effective contributions to a seminar; referring to other people's ideas in a seminar	13
10.	Funding company activities Sources of business finance; Short- and long-term finance; Start-up and expansion finance Recognizing the writer's stance and level of confidence/tentativeness Writing problem-solution-solution-evaluation essays; Using direct quotations; Building a bibliography/reference list	13



11.	External influences External influences on businesses; Environmental issues Recognizing a speaker's stance; Writing up notes in full Building an argument in a seminar' agreeing/disagreeing	13
12.	Strategy and change Company performance and SWOT analysis; Management of change; Case study: responding to external factors Understanding linking of ideas in a text Deciding between direct quotations and paraphrasing; incorporating quotations Writing research reports; Writing effective introductions/conclusions	13
Total		160

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Periodic Exam 1	The 4 th	15
2.	Periodic Exam 2	The 8 th	15
3.	Vocabulary project	The 9 th	10
4.	Speaking assessment	The 6 th , 7 th , 8 th	10
5.	Final Exam	The 11 th	50
	Total		100

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	<i>English for Business Studies in Higher Education</i>
Supportive References	
Electronic Materials	<i>English for Business Studies in Higher Education</i> eBook; Quizlet study sets
Other Learning Materials	



2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms
Technology equipment (projector, smart board, software)	Data show & Smart Board
Other equipment (depending on the nature of the specialty)	Blackboard

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	faculty members	Direct: Course reports
Effectiveness of Students' assessment	faculty members	Direct: Course reports
Quality of learning resources	University students	Direct: Evaluation surveys
The extent to which CLOs have been achieved	University students	Direct: Evaluation surveys
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	Curriculum committee
REFERENCE NO.	2401100726
DATE	05/11/2024

