Course Specification

هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

Course Specification

Course Title:	**English Language for Business**
Course Code:	102-ENG-2
Program: Bachelor of Business Administration	
Department : Business Administration	
College:	College of Business Administration
Institution:	Najran University, Najran, Saudi Arabia
Version:	2022
Last Revision Date:	**13/3/1445**

Table of Contents:

A. General information about the course:

Course Identification					
1. Credit hours:	02				
2. Course type					
a.	University ☐	College ☒	Department☒	Track☐	Others☐
b.	Required ☒	Elective☐			
3. Level/year at which this course is offered:	3/5				

4. Course general Description

Business Concept is designed for students of the business administration, Najran University. The course teaches students several basic skills such as business basics, marketing, international business, financial Aspects of business operations (accounting, finance), human aspects of business organizations (management) , and business& technology efficiently. Students are also taught how to read all topics of business well, know the meaning and pronunciation well, with few cues to write sentences appropriately. Beside that students will practice more and more to write their own sentences in this field.

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

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

7. Course Main Objective(s)

This course will enable students to:

➢ Be well on subject –specific readings in such areas as marketing, international business, management, computer applications.
➢ support the topic sentence with appropriate details.
➢ take effective notes and write concise summaries.
➢ develop reading skills and comprehend what they read.
➢ have high – interest in the fields of business.
➢ improve general language skills especially in the fields of business.
➢ know more information about business concepts.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	
2.	E-learning	24	
3.	Hybrid • Traditional classroom • E-learning	06	
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	24
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	06
5.	Others (specify)	
	Total	

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	To develop reading skills and to provide practice in comprehending written business discourse.		Lectures Discussions Presentations	Midterm Final exam Quizzes/assignments
1.2	To present technical and sub technical business vocabulary through		Lectures Discussions Presentations	Midterm Final exam Quizzes/assignments
...				
2.0	Skills			
2.1	To write about the information of a reading context.		Lectures Discussions Presentations	Midterm Final exam Quizzes/assignments
2.2	To interpret the information in a different reading context.		Lectures Discussions Presentations	Midterm Final exam Quizzes/assignments
2.3.	To predict meanings of unfamiliar words from reading context.		Lectures Discussions Presentations	Midterm Final exam Quizzes/assignments
3.0	Values, autonomy, and responsibility			
3.1	Show self-confidence during the activities and tasks assigned to him.		Lectures Discussions Presentations	Midterm Final exam Quizzes/assignments
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Unit One: Introduction - Business Basics	4
2.	Unit Two: The Global Marketplace	4
3.	Unit Three: Financial Aspects of Business Operations	6
4.	Unit Four: Human Aspects of Business Organizations	5
5.	Unit Five: Business and Technology	5
6.	Traditional classroom	6
	Total	30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	First midterm exam	6	20%
2.	second midterm exam	10	20%
3.	Continuous Assessment	All through	10%
...	Final Exam	15	50%

*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	
Supportive References	
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

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

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching		
Effectiveness of students assessment		
Quality of learning resources		
The extent to which CLOs have been achieved		
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	مجلس قسم إدارة الاعمال
REFERENCE NO.	6
DATE	1445/4/24هـ