

2024

TP-153



هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission



توصيف المقرر الدراسي

(بكالوريوس) —

Course Title: Business English

Course Code: 3313 MGT-3

Program: Bachelor of Business Administration

Department: Business Administration

College: College of Business

Institution: King Khalid University

Version: 7

Last Revision Date: 27/2/2024

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A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (Third Year – Level 5)

4. Course general Description:

The aim of this course is to prepare students to develop business terminologies that they would encounter in different undergraduate courses and easily understand the program. It would also lay the ground for developing students' ability of communicating and doing related tasks in the business environment such as writing, reading, and listening. It is also designed to be appropriate for non-native speakers, in which their English is a second language, and in need of business writing preparation.

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

0522ENG-5

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

None

7. Course Main Objective(s):

This course is designed to help Business English elementary to pre-intermediate learners. learn the vocabulary of business. It is for students who study English before starting work and for those who need English in their job. In addition to developing company vocabulary, the course helps them learn the language required for essential skills in business communication.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	***	***
2	E-learning	***	***
3	Hybrid - Traditional classroom - E-learning	30 15	70% 30%
4	Distance learning	***	***





3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	***
3.	Field	***
4.	Tutorial	***
5.	Others (specify)	***
Total		45

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	Comprehensive knowledge and criticized understanding of topics, principles, theories and their current applications in the fields of business administration		Lectures -individual discussions - Case Study + desk research	Achievement and assessment questions during the lectures - Written exams Evaluation of work papers, assignments, and resident forums + Students participate in active learning. A survey of the opinions of students registered in the program.
1.2	Knows modern methods of professional practices in the field of business administration		Lectures -individual discussions - Case Study + desk research	Achievement and assessment questions during the lectures - Written exams Evaluation of work papers, assignments, and resident forums + Students participate in active learning. A survey of the opinions of students





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
				registered in the program.
...				
2.0	Skills			
2.1	It applies modern methods in the fields of business administration.	M2	Lectures- individual discussions- - Case Study. Simulation and problem solving role play. Participation and interaction in electronic lectures - Cooperative training	Semester and final exams Presentation calendar Evaluation of research papers Evaluation of forums on the e-learning website -Cooperative Training. + Questions about the opinions of registered students expected to graduate - a survey of the opinion of the graduates of the program. A survey of the opinions of faculty members on the program Surveying the opinion of employers on the graduates of the program after joining work Students' grades upon graduation
2.2	Handles problems in the field of business in an innovative and creative way	M2	Lectures- individual discussions- - Case Study. Simulation and problem solving role play. Participation and interaction in electronic	Semester and final exams Presentation calendar Evaluation of research papers





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
			lectures - Cooperative training	Evaluation of forums on the e-learning website -Cooperative Training. + Questions about the opinions of registered students expected to graduate - a survey of the opinion of the graduates of the program A survey of the opinions of faculty members on the program Surveying the opinion of employers on the graduates of the program after joining work Students' grades upon graduation
...				
3.0	Values, autonomy, and responsibility			
3.1	Continuously and sensitively deals with ethical issues related to business		individual discussions - Case Study. role play Presentations. + Cooperative training Simulation and problem solving. participating in forums on the e-learning site. Participation in the activities and events of the Business and Money Club directed to serve	Assessment of student behavior during lectures - Assessment of group assignments in academic courses -Individual assessment of each student's contribution to group activities in the classroom - Evaluating students' participation in the forums on the e-learning website and the extent of each





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
				student's contribution to the posts + Employer questionnaires. -Cooperative Training Supervisor Reports -Personal interviews with employers

C. Course Content

No	List of Topics	Contact Hours
1.	Management an Overview	3
2.	Decision Making	3
3.	The Nature of Organizational Structure	3
4.	The Nature of Motivation	3
5.	Leadership	3
6.	Communication	3
7.	Control as a Management Function	6
8.	Computer-Based Information Systems: An Overview	3
9.	Marketing	6
10.	E-business, E-Commerce, and E-marketing in the New digital Age	3
11.	Marketing Environment	6
12.	Consumer Buyer Behavior	3
Total		

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm Exam	Week 9	30
2.	Assignments and duties	During the term	30
3.	Final Exam	Week 15	40

*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	1. Business vocabulary in use elementary to pre-intermediate –Bill Mascull- Cambridge University-2010
Supportive References	Business English- Mohamed Nassir 2. List Essential References Materials (Journals, Reports, etc.) POWER POINT concerning the course topics.
Electronic Materials	http://www.emerald-library.com - Blackboard - Saudi Digital Library
Other Learning Materials	https://www.businessenglishsite.com/ http://www.oxfordreference.com/ -(You Tube)

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom with a capacity of 25 students equipped with modern presentation devices.
Technology equipment (projector, smart board, software)	Computing resources (Data show and Smart Board)
Other equipment (depending on the nature of the specialty)	-

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Faculty members	(Direct Assessment) In-lecture assessment - Blackboard discussion forum (Indirect Assessment) Student survey on course quality
Effectiveness of Students assessment	Faculty Members Measurement and Evaluation Unit Peer Reviewers	(Direct assessment) Analysis of students' test results
Quality of learning resources	Program leaders - faculty members - staff - students Program leaders - faculty members - staff - students	(Indirect evaluation) Survey of program members' opinions about learning resources, facilities, and equipment.



Assessment Areas/Issues	Assessor	Assessment Methods
The extent to which CLOs have been achieved	Faculty members Students	(Direct assessment) Analyzing student test results (Indirect assessment) Surveying student opinions on course quality
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	7
DATE	27/2/2024

