

2024

TP-153



هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission



توصيف المقرر الدراسي

(بكالوريوس)

Course Title: Business English

Course Code: 100 BUS-3

Program: Business Administration

Department: Business Administration

College: College of Business

Institution: King Khalid University

Version: 2024

Last Revision Date: 25/5/1446 - 27/11/2024

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A. General information about the course:

1. Course Identification

1. Credit hours: (3 Hours)

2. Course type

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

3. Level/year at which this course is offered: (Third year/ level Five)

4. Course general Description:

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.

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

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

None

7. Course Main Objective(s):

In addition to enhancing student business vocabulary, the course targets students majoring in business administration as they will need business English in their job later on after they graduate and get jobs. The course also aims to provide them with the vocabulary they need to improve their communication skills for business.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	32	70%
2	E-learning	13	30%
3	Hybrid - Traditional classroom - E-learning		
4	Distance learning		





3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	32
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	13
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, human resources and finance.	K1	Lectures Discussions	Exams Assignments
1.2	Knows modern methods of professional practices in the field of business administration, human resources and finance	K2	Lectures Discussions	Exams Assignments
2.0	Skills			
2.1	applies modern methods in the fields of business administration, human resources and finance	S1	Lectures Discussions	Exams Assignments
2.2	Handles problems in the field of business in an innovative and creative way	S2	Lectures Discussions	Exams Assignments
3.0	Values, autonomy, and responsibility			
3.1	Continuously and sensitively deals with ethical issues related to business	C3	Lectures Discussions	Exams Assignments



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		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignments and duties	Every three weeks	30%
2.	Mid-term Exam	Week 8	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	Business vocabulary in use elementary to pre-intermediate – Bill Mascull-Cambridge University-2010
Supportive References	Business English- Mohamed Nassir List Essential References Materials (Journals, Reports, etc.) Power point concerning the course topics.
Electronic Materials	Blackboard will be used to manage the classroom and monitor its progress
Other Learning Materials	Websites



2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom with a capacity of 40 students equipped with modern presentation devices. Computers.
Technology equipment (projector, smart board, software)	Computing resources (AV, data show, Smart Board, software, etc.) Computer lab support WinQSB & TORA
Other equipment (depending on the nature of the specialty)	Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Direct
Effectiveness of Students assessment	Students, teaching staff	Indirect
Quality of learning resources	Students, teaching staff	Indirect
The extent to which CLOs have been achieved	Students, teaching staff	Indirect
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	Business Administration Department
REFERENCE NO.	7
DATE	25/5/1446 - 27/11/2024

