Kingdom of Saudi Arabia

Al Baha University

Faculty of Administrative and Financial Sciences

Business Administration

COURSE SPECIFICATION

Specialized English Language

11010011

2015

Course Specification

Institution	Al-Baha University
College/Department:	Faculty of Administrative and Financial Sciences Business Administration

A Course Identification and General Information

1. Course title and code:	Specialized English Language 11010011
2. Credit hours:	1 Credit Hours
3. Program(s) in which the course is offered. Preparatory course in Business Administration, Accounting ,Management Information Systems and Marketing.	
4. Name of faculty member responsible for the course Dr. Abdella Kormie Dinga	
5. Level/year at which this course is offered: 2 nd Level 1st Year	
6. Pre-requisites for this course (if any):	
7. Co-requisites for this course (if any) :	
8. Location if not on main campus:	

B Objectives

1. Summary of the main learning outcomes for students enrolled in the course.

This course is a general introduction to English Language for business and economics studies, intended to give a brief account to the University study life, the basics of economics and business fields of study, the fields and courses of study available in the College of Administrative and Financial Sciences, Al Baha University. The main aim of this course is to prepare students to discover the field of study that interests them as prospective students of different themes business, the different course they might be exposed to during their Bachelor study in the College, and economic studies, and hence to select their future field of study consciously. The secondary aim of the Course is to be able to build some of the terminologies they basically need in the field of study. This is a preparatory course for students most interested in pursuing their studies in Business and economics related areas is designed from a Preparatory Programme approach that might even be useful to native speakers of English language.

In short, the main *learning outcomes* for the students enrolled in the course that are worth to mention are:

- Enable students to acquire knowledge of the academic life in the University and the Faculty.
- Enable students to cognize the opportunities of business fields of study available.
- Enable students to identify their future dream profession, career or job.

2. Briefly describe any plans for developing and improving the course that are being implemented.
(eg increased use of IT or web based reference material, changes in content as a result of new research in the field)

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, and performance. Methodology will be selected to best meet student needs.

C. Course Description

(Note: General description in the form to be used for the Bulletin or Handbook should be attached)

<table>
<tr><td colspan="3">1 Topics to be Covered</td></tr>
<tr><td>Topic</td><td>No of Weeks</td><td>Contact Hours</td></tr>
<tr><td>Course Introduction: Course Description; and Orientation on the class rules and study and performance processes</td><td>1</td><td>1</td></tr>
<tr><td>English Sentence Structure I</td><td>1</td><td>1</td></tr>
<tr><td>English Sentence Structure I I</td><td>1</td><td>1</td></tr>
<tr><td>English for University and College Life</td><td>1</td><td>1</td></tr>
<tr><td>English for University Academic Activities</td><td>1</td><td>1</td></tr>
<tr><td>English for the study of Economics</td><td>1</td><td>1</td></tr>
<tr><td>English for the Business & Sectors of the Economy</td><td>1</td><td>1</td></tr>
<tr><td>Mid-term Exam</td><td>1</td><td>1</td></tr>
<tr><td>English for Business Organizations</td><td>1</td><td>1</td></tr>
<tr><td>English for Business Management</td><td>1</td><td>1</td></tr>
<tr><td>English for Business Administration Studies</td><td>1</td><td>1</td></tr>
<tr><td>English for Marketing Studies</td><td>1</td><td>1</td></tr>
<tr><td>English for Management Information Systems Studies</td><td>1</td><td>1</td></tr>
<tr><td>English for Accounting and Finance Studies</td><td>1</td><td>1</td></tr>
<tr><td>Revision</td><td>1</td><td>1</td></tr>
</table>

2 Course components (total contact hours per semester):

Lecture: 45	Tutorial: Varies	Practical/Fieldwork/Internship: None	Other: None

3. Additional private study/learning hours expected for students per week. (This should be an average for the semester not a specific requirement in each week)
    None

4. Development of Learning Outcomes in Domains of Learning

For each of the domains of learning shown below indicate:
- A brief summary of the knowledge or skill the course is intended to develop;
- A description of the teaching strategies to be used in the course to develop that knowledge or skill;
- The methods of student assessment to be used in the course to evaluate learning outcomes in the domain concerned.

a. Knowledge

(i) Description of the knowledge to be acquired

Upon completion of course, students will be able to:
- Understand the English language basic information regarding general rules of sentence construction;
- Comprehend what goes on in the university and what they encounter in their study life and the academic activities and life of the University and the Faculty;
- Understand a wide range of appropriate terminology and functional language so that they can gain competitive edge in business/economics fields of study;
- Enable students to cognize the opportunities of business and economic fields of study available.
- Enable students to identify their future dream profession, career or job.

(ii) Teaching strategies to be used to develop that knowledge

The basic instructional method will consist of interactive lecture, class discussion, and hands-on learning through class participation. Lectures will provide the framework for directing independent student learning activity and skills development. Students are motivated to do all the exercises and given assignments in order to develop their cognition of relevant English in the field of study. They are also encouraged to find the Arabic meanings of some terminologies in order to develop self-directed learning.

(iii) Methods of assessment of knowledge acquired

The student is required to respond to topic relevant questions after every chapter and these questions will be provided weekly. Assignments and quizzes will be used in order to be used as a mechanism for follow up and ensuring students' progress of the

Course. This might carry a maximum of 10% mark as a grade for student participation.

The mid-term examination and the final examination will be used for revealing the overall performance of the student. Grading will be based on content and general to specific knowledge of information covered.

b. Cognitive Skills

(i) Cognitive skills to be developed
Upon completion of course, students will be able to: improve the listening, reading, writing, and cognitive thinking skills needed for academic success; grasp and develop the professional language skills necessary to succeed in a university or college environment; be exposed to the different fields of study and courses awaiting them in the Faculty; be able to consciously select their own field of study.

(ii) Teaching strategies to be used to develop these cognitive skills

The basic instructional method will consist of interactive lecture, class discussion (participation), and the use of assignments, quizzes and tests. Lectures will provide the framework for directing students towards independent student learning activity and skills development. As such, students will be presented with relevant information, tasks and source material in lectures that will enable self-directed learning.

(iii) Methods of assessment of students cognitive skills
The student is required to respond to topic-related discussion questions after every chapter. These questions will be provided weekly. Grading of responses will be based on content and general to specific knowledge of information covered. Although a specific length is not mandated, responses should be well thought out and add value to the class discussion.

c. Interpersonal Skills and Responsibility

(i) Description of the interpersonal skills and capacity to carry responsibility to be developed

Students will integrate processes of thinking, communication, cognition, and apply interpersonal relationships knowledge and skills through group study scheme and so they are encouraged to discuss, solve problems and develop their talking skills. Students will also learn to evaluate effectiveness of communication processes, demonstrate self-confidence that encourages participation and respect for the ideas, perspectives, and contributions of group members.

(ii) Teaching strategies to be used to develop these skills and abilities
The basic instructional method will consist of interactive lecture, class discussion, and

hands-on learning through class participation.

(iii) Methods of assessment of students interpersonal skills and capacity to carry responsibility
Student's contributions to the topic-related discussions will be assessed by instructor who will lead, oversee, and/or facilitate class discussions. Instructor will assess students ability and willingness to apply standards of ethical behavior when making judgments or taking personal actions and demonstrate effective listening and feedback.

d. Communication, Information Technology and Numerical Skills

(i)   Description of the skills to be developed in this domain..

Upon completion of this course, the student will be able to know the building blocks of English sentence structure correctly nouns, pronouns, adjectives, adverbs, subjects and predicate, subjects and objects; construction of own sentences correctly; to use dictionary (physical and online) to look for and know the meaning of terminologies according to the contexts of the topics; to use the translation and pronunciation technology in order to learn the meaning and the reading of the terminologies.

(ii) Teaching strategies to be used to develop these skills

The teaching strategies are lecture, discussion and problem solving oriented assignments and exercises. Students will be encouraged to ask questions and provide comments as considered appropriate.

(iii) Methods of assessment of students numerical and communication skills
The student is required to respond to topic-related discussion questions after every chapter. These questions will be provided weekly. Grading of responses will be based on content and general to specific knowledge of information covered.

Assignments and examination questions will consist of problem-solution and objective type questions and will be derived from text and lecture material and class handouts.

e. Psychomotor Skills (if applicable)   Not Aplicable

(i) Description of the psychomotor skills to be developed and the level of performance required

(ii) Teaching strategies to be used to develop these skills

(iii) Methods of assessment of students psychomotor skills

5. Schedule of Assessment Tasks for Students During the Semester			
Assessment	Assessment task (eg. essay, test, group project, examination etc.)	Week due	Proportion of Final Assessment
1	Homework or Assignments	Open	10%
2	Quiz 1	4	5%
3	Mid-term exam	7	30%
4	Quiz 2	11	5%
5	Final exam	17	50%

D. Student Support

1. Consultancy Arrangements
(For availability of faculty for individual student consultations and academic advice. (include amount of time faculty are available each week))

1. The course leader, instructor and/ or tutor will be available for student consultation. A consultation hour during official Office Hours that should be announced per week is envisaged to start with. More arrangements of hours will be made according to the needs and the time frame of the staff member.

2. The instructor, as the first point of contact with student in matters related the Course, will be available for student consultation and academic advice on two hours a day for 2 days on weekly basis at an appointed time as set by the instructor.

3. Students are encouraged to ask the staff member(s) questions regarding the course via emails, which the staff should respond to on time.

4. Additional assistance via personal meetings is arranged only by setting appointment(s).

Additional assistance are requested and arranged by appointment only.

E Learning Resources

1. Required Text(s) **Textbook:** 1. Abulkhair, Mohammed; and Dinga, Abdella Kormie (2014) *English Language for Specialization*, Al Baha University, Kingdom of Saudi Arabia. **Supportive Textbooks:** 1. *MacKenzie, Ian. 2010. 3rd Ed. English for Business Studies. Student's Book: A Course for Business Studies and Economics Student. Cambridge, UK. Cambridge University Press. ISBN: 978-0521743419.* 2. *MacKenzie, Ian. 2006. Professional English in Use: Finance. Cambridge, UK. Cambridge University Press, Student's Book. ISBN: 9780521616270.* 3. *MacKenzie, Ian. 1997. 1st Ed. Management and Marketing. Language Teaching Publications, Heinle ELT. ISBN-13: 978-1899396801.* 4. *Guffey, M.E. and Seefer C.M. 2008. 10th Ed. Business English.* Student Edition. South-Western *Cengage Learning. USA*. ISBN 13: 978-0-324-78975-1.
2. Essential References 1. *MacKenzie, Ian. 2002. 2nd Ed. English for Business Studies. Cambridge, UK: Cambridge University Press. Teachers' Book. ISBN: 0521752868.* 2. Geffner, Andrea B. 2004. *Business English*. 4th ed. Hauppauge, NY: Barron's Educational Series, Inc. 3. *Strutt, Peter. 2010. Market Leader: Grammar and Usage. Harlow: Pearson Education. ISBN: 978-1408220085.* 4. *Law, Jonathan. 2009. A Dictionary of Business and Management, 5th Edition, Oxford University Press, ISBN-13: 9780199234899* 5. Oxford English Dictionary <u>or</u> Collins Dictionary.
3- Recommended Books and Reference Material (Journals, Reports, etc) (Attach List) The Economist Business Week Wall Street Journal Oxford English Dictionary <u>or</u> Collins Dictionary <u>and</u> a Thesaurus.
4-.Electronic Materials, Web Sites etc • http://dictionary.cambridge.org/dictionary/business-english/ • http://www.businessdictionary.com/ • http://www.arabianbusiness.com/gcc/saudi-arabia/?ref=nnm • http://saudigazette.com.sa/business/ • http://www.arabnews.com/category/main-category/economy
5- Other learning material such as computer-based programs/CD, professional standards/regulations Not Required

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (ie number of seats in classrooms and laboratories, extent of computer access etc.)
1. Accommodation (Lecture rooms, laboratories, etc.)   Classes will be held in classroom, in conjunction with business computer laboratory, and will accommodate approximately twenty-five (25) students
2. Computing resources   Not Required
3. Other resources   (specify --eg. If specific laboratory equipment is required, list requirements or attach list)   Not Required

G Course Evaluation and Improvement Processes

1 Strategies for Obtaining Student Feedback on Effectiveness of Teaching   Evaluations of performance and teaching effectiveness will be administered to the students at the end of the course. A questionnaire will be used in order to determine appropriateness of communication of course expectations (learning objectives), communication of course requirements (e.g., assessment), student perception of the quality of classroom teaching, adequacy of assessment feedback, and accessibility of learning resources and support.
2 Other Strategies for Evaluation of Teaching by the Instructor or by the Department   Evaluations will be conducted by colleagues of the instructor who have expertise in the course/discipline. Evaluations will result from information obtained through classroom visits and review of course materials and instructional contributions.
3 Processes for Improvement of Teaching   Instructor will conduct evaluations from a number of sources including, but not limited to, student questionnaires, peer reviews, department focus groups, and self-evaluations. Instructor will collect and respond to feedback on their teaching from colleagues, peers, and students on a continual basis. Instructor and department will utilize a systematic approach to evaluate information obtained from feedback to make appropriate improvement of teaching that is firmly based on professional practices.

4. Processes for Verifying Standards of Student Achievement
(eg. check marking by an independent faculty member of a sample of student work, periodic exchange and remarking of a sample of assignments with a faculty member in another institution)

To help instructor review the extent of the students' achievement, a mid-course and end of course rating scale will be utilized in an effort to survey goals for student learning. Based on the survey results, instructor will collect data to verify student's perceived strengths and weaknesses. The purpose of collecting evidence of student achievement is to help to establish baseline data to monitor improvements in student learning over time. A summary of a description of students' current levels of achievement of will be provided to student upon completion. Conference between instructor and student will be available, upon request, to discuss students' achievement review.

5 Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.

Periodic focus groups will be conducted by instructor, faculty of the department, and department administrators to critique appropriateness of learning outcomes, content choice and concurrency , teaching and assessment methods, match between all of the above.

Faculty In charge   **Head of Department**
Dr. Abdellah Kormie Dinga   Dr. Mohammed Makni

Vice Dean (Academic Affair)   **Dean**
Dr. Najeeb Al Mater   Dr. Mohammed Al Zehrani