

1	Course title	English for Business Purposes
2	Course number	2201350
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	
5	Program title	Bachelor's Degree in Applied English
6	Program code	2201
7	Awarding institution	University of Jordan
8	School	School of Foreign Languages
9	Department	Department of English Language and Literature
10	Level of course	Third year
11	Year of study and semester (s)	2021/2022, second semester
12	Final Qualification	BA
13	Other department (s) involved in teaching the course	---
14	Language of Instruction	English
15	Teaching methodology	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
16	Electronic platforms(s)	<input checked="" type="checkbox"/> e-learning <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	Date of production/revision	February 2022

### 18 Course Coordinator:

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### 19 Other instructors:

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Office number:  
Phone number:  
Email:

Name:  
Office number:  
Phone number:  
Email:



## 20 Course Description:

This course is an introduction to the language of business English. Topics include: company structure, job applications, language of finance, negotiating, business writing, presentations, business case studies, commenting on facts and figures, and business socializing.

## 21 Course aims and outcomes:

### A- Aims: (PLOs)

1. Demonstrate a mastery of the basic concepts and theories of linguistics in general and in the following linguistic fields, in particular, i.e. phonetics, phonology, morphology, syntax, semantics, discourse analysis, psycholinguistics and sociolinguistics.
2. Develop English language skills by engaging students in a wide range of communicative tasks and activities in academic and non-academic contexts.
3. Discuss general issues concerning nature and function of English language with reference to relevant acquisition principles and implications for teaching and learning.
4. Apply professionally the basic translation principles, skills and techniques to translate texts of various genres from Arabic into English and vice versa.
5. Communicate effectively and appropriately in both spoken and written forms by employing the main technical terms and the basic linguistic features of English in relation to specific fields, namely business, tourism, mass media, hotels, medicine, science and technology.
6. Produce spoken and written texts for a specific disciplinary context using appropriate structure and language features.
7. Utilize scientific research methodologies, higher order thinking skills, critical thinking and creativity in analyzing and observing issues related to the knowledge and skills of the English language.
8. Analyze critically English and Arabic languages in terms of various linguistic levels in different types of discourse and across different social contexts.
9. Use information and communication technology to access databases and international information to develop knowledge, skills, and to generate new knowledge in applied English field.
10. Show respect of cultural diversity, ethics and professional behavior through interacting with and demonstrating appreciation of different literary and linguistic works from a variety of cultures.

### B- Intended Learning Outcomes (CLOs):

Upon successful completion of this course, students will be able to:



No.	Course Learning Outcomes	Program Outcomes										Assessment Tools									
		1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1	Acquire the grammar they need for their jobs.	X		X		X	X					X	X	X			X				X
2	Develop communication skills for work. E.g. presenting information, taking part in meetings, describing procedures, recommending and suggesting, and socializing.		X			X	X				X				X	X					X
3	Read economic texts effectively and efficiently and understand the components of a paragraph.	X		X					X		X			X							X
4	Implement a variety of communicative activities based on specific themes.		X			X	X				X			X			X				
5	Implement language activities which include problem-solving and information transformation tasks.							X				X	X	X							X
6	Develop ability to consolidate language structures and functions.	X		X			X					X	X	X			X				X
7	Use a wide range of communication skills in professional contexts.		X			X	X				X						X				
8	Acquire new vocabulary they need for their work such as the terms related to telephoning and emailing.	X		X		X	X					X	X	X			X				X

- **Teaching methods include:** Synchronous lecturing/meeting; Asynchronous lecturing/meeting, discussion, and forums.
- **Assessment methods include:** 1. quizzes, 2. assignments, 3. midterm, 4. projects, 5. interview, 5. case studies, 6. presentation, 7. filed study 8. term papers, 9. student portfolio, 10. final exam

## 22. Topic Outline and Schedule:

Week	Lecture	Topic	Course Learning Outcomes	Teaching Methods */ platform	Evaluation Methods	References
1	1.1	Orientation: Course Syllabus	***	Face to Face/ Group A + MS Teams for live streaming	***	***
	1.2	The Three Sectors of the Economy: The Economic Infrastructure + Reading 1	1,3,5,6,7,8	Face to Face/ Group B + MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam	English for Business Studies: Unit 1
	1.3	The Three Sectors of the Economy: Comprehension + Reading 2		Online Meeting for Groups A & B on MS	In-class discussion/ tasks + Midterm	English for Business



				Teams	Exam	Studies: Unit 1
2	2.1	Management: Discussion + Reading 1 / Part 1	1,3,5,6,7,8	Face to Face/ Group A + MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam + Presentation	English for Business Studies: Unit 2
	2.2	Management: Reading 1 / Part 2 + Vocabulary	1,3,5,6,7,8	Face to Face/ Group B + MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam+ Presentation	English for Business Studies: Unit 2
	2.3	Management: Memo Writing	All ILOs	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm Exam + assignment	English for Business Studies: Unit 2 + Handouts Booklet
3	3.1	Management: Reading 2	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam + Presentation	English for Business Studies: Unit 2
	3.2	Management: Comprehension + Vocabulary Company Structure: Vocabulary	1,3,5,6,7,8	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam	English for Business Studies: Units 2 + 3
	3.3	Company Structure: Reading / Part 1	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm Exam + Presentation	English for Business Studies: Unit 3
4	4.1	Company Structure: Reading / Part 2 + Comprehension	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam + assignment + Presentation	English for Business Studies: Unit 3
	4.2	Company Structure: Discussion + Describing company structure	All ILOs	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam	English for Business Studies: Unit 3
	4.3	Company Structure: Vocabulary + Big & Small Companies	All ILOs	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm Exam + Writing assignment	English for Business Studies: Unit 3
5	5.1	Work and Motivation: Vocabulary + Reading 1	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam+ Presentation	English for Business Studies: Unit 4
	5.2	Work and Motivation: Summarizing + Discussion	1,3,5,6,7,8	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam	English for Business Studies: Unit 4
	5.3	Work and Motivation: Reading 2 + Summarizing	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm Exam+ Presentation	English for Business Studies: Unit 4
6	6.1	Work and Motivation: Case study + Vocabulary	ALL ILOs	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam	English for Business Studies: Unit 4
	6.2	Management and Cultural Diversity: Reading / Part 1	1,3,5,6,7,8	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam+ Presentation	English for Business Studies: Unit 5
	6.3	Management and Cultural Diversity:	1,3,5,6,7,8	Online Meeting for	In-class discussion/	English for

		Reading / Part 2		Groups A & B on MS Teams	tasks + Midterm Exam + Quiz+ Presentation	Business Studies: Unit 5
7	7.1	Management and Cultural Diversity: Comprehension + Vocabulary + Corporate Culture	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm Exam	English for Business Studies: Unit 5
	7.2	Recruitment: Vocabulary + Discussion + Case Study (Job applications) / Part 1	ALL ILOS	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 6
	7.3	Recruitment: Case Study (Job applications) / Part 2 + CV and cover letters writing/ Part 1	ALL ILOS	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 6
8	8.1	Recruitment: CV and cover letters writing/ Part 2 + Women in management (discussion)	ALL ILOS	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam + assignment	English for Business Studies: Unit 6
	8.2	Production: Production Decisions (Discussion + Vocabulary 1b & 1c)	ALL ILOS	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 8
	8.3	Production: Production Decisions (Vocabulary 1c) + Reading/ Part 1	ALL ILOS	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 8
9	9.1	Production: Reading/ Part 2 + Comprehension	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam + assignment + Presentation	English for Business Studies: Unit 8
	9.2	Production: Quality (Discussion + Role play) Products: Branding-related terms	ALL ILOS	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam + assignment	English for Business Studies: Units 8 & 9
	9.3	Marketing: Marketing definition + Vocabulary	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 10
10	10.1					
	10.2	<b>Eid Al-Fitr</b>				
	10.3	Marketing: Reading / Part 1	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 10
11	11.1	Marketing: Reading / Part 2	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 10
	11.2	Marketing: Comprehension + Case Study	ALL ILOS	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 10
	11.3	Accounting and Financial Statements: Types of Accounting (Vocabulary) + Company Accounts (Vocabulary)	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam + homework	English for Business Studies: Unit 13
11	12.1	Accounting and Financial Statements:	1,3,5,6,7,8	Face to Face/ Group A+	In-class discussion/	English for

		Reading / Part 1		MS Teams for live streaming	tasks + Final Exam+ Presentation	Business Studies: Unit 13
	12.2	Accounting and Financial Statements: Reading/ Part 2	1,3,5,6,7,8	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 13
	12.3	Accounting and Financial Statements: Reading/ Part 3 + Summarizing	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 13
13	13.1	Banking: Personal Banking ( Vocabulary)	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 14
	13.2	Banking: Reading / Part 1	1,3,5,6,7,8	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 14
	13.3	Banking: Reading / Part 2	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 14
14	14.1	Banking: Comprehension + Vocabulary (2c & 2d)	1,3,5,6,7,8	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 14
	14.2	Stocks and Shares: Reading	1,3,5,6,7,8	Face to Face/ Group b+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 15
	14.3	Stocks and Shares: Comprehension + Vocabulary (1d, 2b, 2c & 2d)	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam	English for Business Studies: Unit 15
15	15.1	Efficiency and Employment : Job Security (2a: Vocabulary) Taxation: (2b Vocabulary)	ALL ILOs	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam	English for Business Studies: Units 20 + 23
	15.2	Taxation: Reading	1,3,5,6,7,8	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 23
	15.3	Taxation: Reading + Comprehension + Vocabulary	1,3,5,6,7,8	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final Exam+ Presentation	English for Business Studies: Unit 23

### 23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	ILOs	Period (Week)	Platform
Assignments	10	Different topics related to course material	1, 2, 4, 5, 6, 8	Weeks 2,4,8,9	e-learning



Presentation	5	2,3,4,5,8,10,13,4,15,23	1,2,4, 6, 7, 8	Weeks 2-15	In class
Quiz	5	Units 2+3+4	1,5,6,8	Week 6	On campus
Mid term	30	Units 1+2+3+4+5+ Memo Writing	1, 2, 3, 5, 6, 8	To be scheduled	On campus
Final Exam	50	Units: 6 + 8 + 9 (Branding-related terms only) + 10 + 13 + 14 + 15 + 20 (Vocabulary Exercises only) + 23 + Phrases used in meetings (Handout)	1, 2, 3, 5, 6, 8	To be scheduled	On campus

### 24 Course Requirements:

The class is divided into 2 groups: group A and group B. Group A will attend the face-to-face lectures on Sundays only while group B will attend them on Tuesdays only. The classes on Sundays and Tuesdays will be live streamed and recorded so that remote students can attend them from outside the classroom. On Thursdays, the whole class will have an online live meeting on MS Teams. Therefore, students should have a computer, internet connection, and access to e-learning and Microsoft Teams platforms.

You need to check your e-learning account at least 3 times a week since supplementary materials, readings, tasks & assignments will be assigned on a regular basis.

### 25 Course Policies:

#### A- Attendance policies:

Attendance will be taken each class and the students should not exceed the allowed limit of absences.

In-person and remote students are expected to take part in all the face-to-face and online lectures and keep track of the course content on e-learning.

#### B- Absences from exams and submitting assignments on time:

The midterm and the final exams can be made up only with an official excuse. Assignments should be submitted online using the e-learning platform before the assigned deadline. Overdue assignments will not be accepted.

#### C- Health and safety procedures:

Students should use face masks and keep social distance all the time inside and outside the classroom.

#### D- Honesty policy regarding cheating, plagiarism, misbehavior:

Plagiarism (Copy & Paste, Not Including Sources, Not Citing Sources Correctly, Incorrectly Paraphrasing) will not be tolerated. Any instance of plagiarism will result in 0 grade for that assignment.

#### E- Grading policy:



Several assignments will be given to the students throughout the semester, but only a couple of them will be randomly selected for grading and included in the computation of the total course work score.

**F- Available university services that support achievement in the course:**

The University's e-learning platform and Microsoft Teams.

**26 References:**

A- Required book(s), assigned reading and audio-visuals:

- 1- Brook-Hart, Guy. (2016). Business Benchmark. Cambridge: Cambridge University Press
- 2- Handouts.

B- Recommended books, materials and media:

1. MacKenzie, Ian. (2010). English for Business Studies (3rd edition). Cambridge: Cambridge University Press
2. Cotton, D. and Robbins S. (1993). Business English. Longman
3. Ellis, M. et al (1984). Professional English. Longman
4. **Longman Business English Dictionary.**
5. **Cambridge Business English Dictionary.**

**27 Additional information:**

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: -----Signature: -----