



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BBA 11053: Business English

Level: 1000

Number of Credits : 03

Course Description

This is a task-based course that consists of components and activities related to the language used in a business environment. The course aims at enhancing the language competence of the learners in all four skills - reading, writing, speaking, and listening and thereby making them communicatively competent in English in a business environment.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Use accurate and appropriate oral communication skills in business contexts.
- Analyze written documents related to business topics
- Demonstrate comprehension of business-related oral communications.
- Apply proficient writing skills in daily communication in business contexts.

Teaching/Learning Methods

Lectures, Tutorials, Group discussions, Role-play, Listening activities, and Presentations

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to Business Vocabulary
2. Etiquette in the corporate environment
3. General conversations in business contexts
4. Reading business emails, business letters, pamphlets, and advertisements
5. Reading contemporary business texts
6. Public speaking in a corporate setting
7. Listening to talks/dialogues in a corporate setting
8. Listening to talks/documentaries on contemporary business topics
9. Paragraph and essay writing
10. Writing memos, e-mails, and business letters

Recommended Readings

1. Cotton, D., Falvey, D., & Kent, S. *Market Leader Extra Intermediate Coursebook*. Pearson Education/The latest edition
2. DK Books. *English for Everyone: Business English, Course Book: Level 3 Intermedi.* DK Books/The latest edition