



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BBA 22013: Advanced Business English

Level: 2000

Number of Credits : 03

Course Description

This course offers a comprehensive exposure to English used in a business environment. The course content seeks to cultivate skills of advanced reading, writing, speaking, and listening, catering to the requirements of a business environment.

Intended Learning Outcomes

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

- Demonstrate precise and contextually apt advanced oral communication skills in business communications.
- Demonstrate a high level of competence in complex written communication in business-related correspondence.
- Interpret advanced contemporary business texts.
- Infer meaning through listening to extended business-related communications

Teaching/Learning Methods

Lectures, Tutorials, Group discussions, Listening activities, and Presentations

Methods of Assessment

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

Course Contents

1. Making presentations
2. Reading job profiles and preparing curriculum vitae/resume
3. Facing job interviews
4. Reading contemporary business texts
5. Conducting and participating in meetings
6. Language used in problem-solving and negotiating
7. Describing charts, tables, and graphs
8. Summarising and paraphrasing
9. Report writing

Recommended Readings

1. DK Books. *English for Everyone: Business English, Course Book: Level 4 Advanced*. DK Books/ The latest edition.
2. Mascull, B. *Business Vocabulary in Use: Advanced Book with Answers*. Cambridge University Press / The latest edition.