



Curriculum - 2017
BBA Hons (Accounting) Degree Program
Faculty of Management and Finance
University of Ruhuna

BBA 21053: 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 texts and supplementary work include advanced reading, writing, speaking and listening tasks catering to the use of English in a business environment.

Intended Learning Outcomes

At the end of the course the students will be able to;

- Display a high level of competence in oral and written communication where business related correspondence and contexts are involved.
- Use English language to argue, explain, describe and narrate with a proper selection of lexical and functional categories and other figurative devices in selected business environments.
- Show proficiency in handling all types of communication in a dynamic business environment.

Teaching/ Learning methods

Lectures, presentations and discussions

Methods of Assessment

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

Course Contents

- 1 Describing charts, tables and graphs
- 2 Making presentations
- 3 Preparing curriculum vitae/resume.
- 4 Listening and note taking
- 5 Conducting and participating in meetings
- 6 Language use in problem solving
- 7 Report writing
- 8 Reading and comprehend case studies and statutes

Recommended Readings

- 1 Jones, L. & Alexander, R. (2003) New International Business English. Cambridge University Press. Cambridge.
- 2 Mascull, B. (2006) Business Vocabulary in Use. Cambridge University Press: Cambridge