



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		BBA 11053			
Course Name		Business English			
Semester		1000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 hours	-	105 hours	
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				PLO Alignment	
Upon completion of this course unit, the students will be able to,					
1. Use accurate and appropriate oral communication skills in business contexts.				1,6,7,11	
2. Analyze written documents related to business topics.				11,20,24	
3. Demonstrate comprehension of business-related oral communications.				11,17,20,24	
4. Apply proficient writing skills in daily communication in business contexts.				6, 7,11	
Course Content				Hours	ILOs
1. Introduction to business vocabulary				6	1, 2, 3
2. Etiquette in the corporate environment				3	1, 2, 3
3. General conversations in business contexts				6	1
4. Reading business emails, business letters, pamphlets, and advertisements				6	2
5. Reading contemporary business texts				6	2
6. Public speaking in a corporate setting				3	1
7. Listening to talks/dialogues in a corporate setting				3	3
8. Listening to talks/documentaries on contemporary business topics				3	3
9. Paragraph and essay writing				3	4
10. Writing memos, e-mails, and business letters				6	4
Teaching Methods					
Lectures, Tutorials, Group discussions, Role-play, Listening activities, and Presentations					

Assessment Methods		
In course Assessments 30%	Final Examination 70%	Total 100%
Recommended Readings		
<ol style="list-style-type: none"> 1. Cotton, D., Falvey, D., & Kent, S. <i>Market Leader: Extra Intermediate Coursebook</i>, Pearson Education. / The latest edition 2. <i>English for Everyone: Business English, Course Book: Level 3 Intermediate</i>, DK Books. /The latest edition. 		