

Module (Course Syllabus) Catalogue 2022-2023

College/ Institute	Technical College of Management	
Department	International Marketing and languages	
Module Name	English for business studies	
Module Code	EBS304	
Degree	Technical Diploma <input type="checkbox"/>	Bachelor <input type="checkbox"/>
	High Diploma <input type="checkbox"/>	Master <input type="checkbox"/> PhD <input type="checkbox"/>
Semester	3	
Qualification	Master	
Scientific Title	Assist Lecturer	
ECTS (Credits)	6	
Module type	Prerequisite <input type="checkbox"/>	Core <input type="checkbox"/> Assist. <input type="checkbox"/>
Weekly hours		
Weekly hours (Theory)	(2)hr Class	(150)Total hrs Workload
Weekly hours (Practical)	(2)hr Class	(150)Total hrs Workload
Number of Weeks	14	
Lecturer (Theory)		
E-Mail & Mobile NO.	07507893996	
Lecturer (Practical)		
E-Mail & Mobile NO.	Korazon.abdullah@epu.edu.iq	
Websites		

Course Book

Course Description	<p>The aim of this course is to improve non-native English language speaker students. it belongs to study English in a specific purpose, which is business (in a marketing area). Therefore, it has a plan to apply English language according to marketing vocabularies in use, communication and critical thinking. Moreover, this course is a guider for students to make the link between English for marketing and marketing principles. It should enhance their academic studies and career predictions for the future, and their personal development.</p>
Course objectives	<p>1-The objective in this course is to produce some marketers who can communicate by specific language which is marketing verbal.</p> <p>2-Also, it will encourage students for starting their business through explain most of the essential principles of marketing, of course by international English marketing language.</p> <p>3-develop the students' ability in four English language skills (speaking, reading, listening, and writing) according to English marketing area.</p> <p>4-progress student individuality and team working skills which will help them for time management.</p>
Student's obligation	<ol style="list-style-type: none">1- Respect teacher, friend and class environment.2- Student must be aware about time management. Which include arranging time for class attendance and do all duty either at home or in class.3- They should participate in the class, having new idea according to our topic, and never be shy to ask any academic question.
Required Learning Materials	<ol style="list-style-type: none">1- Student book, (professional English in use marketing- Cambridge)2- Certain lesson activity, (team group)3- Authentic materials.
Evaluation	

WORKLOAD	TIME FACTOR	NO	Activity type	Description	Activity	
24	2	12	Face to face activity hours	Theory In Class	Course	1
24	2	12	Household activity hours	Preparation Theory	Course	2
12	1	12	Face to face activity hours	Tutorial	Course	3
6	0.5	12	Household activity hours	Tutorial preparation	Course	4
24	6	4	Household activity hours	Homework	Assignment	5
16	4	4	Household activity hours	Seminar	Assignment	6
24	6	4	Household activity hours	Project	Assignment	7
It's only to set degree			Face to face activity hours	Class Activity	Assignment	8
16	4	4	Household activity hours	Quiz	Assessment	9
1	1	1	Face to face activity hours	Mid Term Thory	Assessment	10
3	3	1	Household activity hours	Mid Term Theory Preparation	Assessment	11
2	2	1	Face to face activity hours	Final Theory	Assessment	12
6	6	1	Household activity hours	Final Theory Preparation	Assessment	13
			39	Face to face huors	3.25	Face to face huors/12 week
			119	Home huors	7.44	Home huors/16 week
			158	Total huors	9.88	Total huors/20 week
			Accepted	5.8518518518519		(ECTS (Total huors / 27

Specific learning outcome:

At the end of this course, students will be able to:

- 1- Understanding of the correct usage in English language for marketing purpose according to four English language skills. (listing, speaking, reading and writing). And contrast them with general English language.
- 2- memorize English marketing vocabularies, also, developing in terms of fluency and comprehensibility.
- 3- Taking apart of oral presentation, writing business report and criticize on their performance (feedback).

Course References:

[http://englishonlineclub.com/pdf/Cambridge%20-%20Professional%20English%20in%20Use%20-%20Marketing%20\[EnglishOnlineClub.com\].pdf](http://englishonlineclub.com/pdf/Cambridge%20-%20Professional%20English%20in%20Use%20-%20Marketing%20[EnglishOnlineClub.com].pdf)

<https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1>

<https://www.youtube.com/watch?v=a27-S1UMdY0>

Course topics (Theory)	Week	Learning Outcome
Marketing mix 1	1	
Marketing mix 2	2	
SWAT analysis	3	
Marketing strategy and the marketing plan	4	
Marketing ethics	5	
The marketing environment	6	
Legal aspects of marketing	7	
Research 1	8	
Research 2	9	
New product development 1	10	
◀New product development 2	11	
Brainstorming	12	
Product and service types	13	
Product life cycles	14	
Practical Topics	Week	Learning Outcome

Questions Example Design

Q1- easy question:

- a- Define marketing mix 1.
- b- What is the meaning of the 4Ps.

Q2- short answer question:

- a- corporate social responsibility is influenced by some aspects of society according to economic, environmental and, social, explain them briefly.
- b- define the Micro and Macro environment, and **JUST COUNT** those factors which are affected on the Micro environment.

Q3- multiple choice question:

- a- is an idea that you can use effectively to manage resources, in order you can able to create some opportunities for improving your business.
 - Marketing strategy
 - Marketing plan
 - Marketing mix 2
 - Marketing mix 1

Extra notes:

I will ask my students to feel free for any new idea which belongs to teaching process. I support any modern and easier method that academically.

External Evaluator

