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Lecturer (Practical)	
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Course Book

Course Description	The aim of this course is to improve non-native English language speaker students. it belongs to study English in general. Therefore, it has a plan to apply English language according to grammar and vocabularies in use, communication and critical thinking. Moreover, this course is a guider for students to make the link between English for academic purpose and real life. It should enhance their academic studies and career predictions for the future, and their personal development.
Course objectives	<ol style="list-style-type: none"> 1-The objective in this course is to produce some English user who can communicate with the real English society and job place. 2-Also, it will encourage students for starting practice English language through explain most of the essential principles of essential principles of English language. 3-develop the students' ability in four English language skills (speaking, reading, listening, and writing) according to academic English area. 4-progress student individuality and team working skills which will help them for time management.
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
36	3	12	Household activity hours	Preparation Theory	Course	2
12	1	12	Face to face activity hours	Tutorial	Course	3
12	1	12	Household activity hours	Tutorial preparation	Course	4
16	4	4	Household activity hours	Homework	Assignment	5
12	6	2	Household activity hours	Report	Assignment	6
10	10	1	Household activity hours	Seminar	Assignment	7
10	10	1	Household activity hours	Essay	Assignment	8
It's only to set degree			Face to face activity hours	Class Activity	Assignment	9
24	6	4	Household activity hours	Quiz	Assessment	10
1	1	1	Face to face activity hours	Mid Term Theory	Assessment	11
3	3	1	Household activity hours	Mid Term Theory Preparation	Assessment	12
2	2	1	Face to face activity hours	Final Theory	Assessment	13
10	10	1	Household activity hours	Final Theory Preparation	Assessment	14

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:

British Council, Learn English. Available at: <https://learnenglish.britishcouncil.org>
<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>

<https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVm>

Course topics (Theory)

Week

Learning Outcome

How to make telephone calling

1+2

They will teach how to prepare the seminar and what are the principles for successful speaker.

The best way for Writing an essay

3+4

It may help them for developing their writing skills and bring new idea.

How to find a job, recover letter and write a CV	4+5	It will explain and practice the difference ideas among them and it is useful for improve their communication skills.
The principles for Writing a report	5+6	Encourage them to understand the data and analysis the difficult theory.

Practical Topics	Week	Learning Outcome
Seminar as team group	1+2	To respect the different ideas and the take turn communication.
Set up the title	3+4	To developing their thinking how to find out new idea and write about it.
Midterm exam	5	To evaluate the previous classes and take degree over them.
Talk about specific topic during class	6+7	listing and answering in the limited time. It useful for their Time management.
Writing about your favorite hobby.	7+8	It helps for express themselves freely and developing the writing skills.

Questions Example Design

Q1- find out the correct answer for each one:

1. Investigating and testing belongs to (finance, management, research and development)
2. When you have a chance to start or you can improve your career, so it means you do (career plan, career path, career opportunities)
3. The verb WORK can go with (commission, flexitime, progress)
4. Can I help you? Is asking about (making a request, describing ability, making an offer)
5. Career plan means (a period of time away from your job, ideas for your future, the direction for your work)

Q2- Complete the sentence below with the correct choice:

(career ladder, which, earn, make, could, production)

1. One way toa career move is to join a small but rapidly growing company.
2. I 400 \$ from central bank.
3. We have many company in Howler, they can be manufacturing things.
4. She read before she was three.
5. Is a series of levels.

Q3- tick for right sentence and for wrong one:

1. The responsibility of human recourse (HR) are managing the company such as doing a training course and talking with the people as employees.
2. Participating in the whole meetings is a way for progression.
3. With the noun phrase (a career Break) the more suitable verb is (Make).
4. We can use (get) as a verb with noun (a mistake).FX: I get a mistake.
5. Customer service belongs to clients.

Q4- try to make questions by rearranging the words:

1. Start\ you\ when \ can
2. You\ how\ are\ ambitious
3. Have\ you\ a career plan\ do
4. Is\ why\ she\ sad
5. Are\ the\ business\ what

Extra notes:

I always ask my students to feel free to share any new idea that t belongs to our topics and motivate the teaching process. Absolutely, I believe in modern and more effortless policies for the academic teaching process.

External Evaluator

