

Kurdistan Region



Government  
Ministry of Higher  
Education  
and Scientific Research  
Erbil Polytechnic University



## Module (Course Syllabus) Catalogue

**2023-2024**

<b>College/ Institute</b>	Technical College of Management	
<b>Department</b>	International Marketing and languages	
<b>Module Name</b>	English for business studies	
<b>Module Code</b>	EBS304	
<b>Degree</b>	Bachelor	
<b>Semester</b>	3	
<b>Qualification</b>	Master	
<b>Scientific Title</b>	Assist Lecturer	
<b>ECTS (Credits)</b>	6	
<b>Module type</b>	Core	
<b>Weekly hours</b>	v	
<b>Weekly hours (Theory)</b>	( 2 )hr Class	( 150 )Total hrs Workload

<b>Weekly hours (Practical)</b>	<b>( 2 )hr Class</b>	<b>( 150 )Total hrs Workload</b>
<b>Number of Weeks</b>	<b>14</b>	
<b>Lecturer (Theory)</b>		
<b>E-Mail &amp; Mobile NO.</b>	<b>07507893996</b>	
<b>Lecturer (Practical)</b>		
<b>E-Mail &amp; Mobile NO.</b>	<b><a href="mailto:Korazon.abdullah@epu.edu.iq">Korazon.abdullah@epu.edu.iq</a></b>	
<b>Websites</b>		

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## Course Book

<b>Course Description</b>	<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>
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1-The objective in this course is to produce some marketers who can communicate by specific language which is marketing verbal.</li> <li>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.</li> <li>3-develop the students' ability in four English language skills (speaking, reading, listening, and writing) according to English marketing area.</li> <li>4-progress student individuality and team working skills which will help them for time management.</li> </ol>

<b>Student's Obligation</b>	<p>1- Respect teacher, friend and class environment.</p> <p>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.</p> <p>3- They should participate in the class, having new idea according to our topic, and never be shy to ask any academic question.</p>
<b>Required Learning Materials</b>	<p>1- Student book, (professional English in use marketing-Cambridge) 2- Certain lesson activity, (team group)</p> <p>3- Authentic materials.</p>
<b>Evaluation</b>	

Workload	Face to face	Home	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
18	4	4	Household activity hours	Seminar	Assignment	6
24	6	4	Household activity hours	Project	Assignment	7
It's only in self degree			Face to face activity hours	Class Activity	Assignment	8
18	4	4	Household activity hours	Quiz	Assessment	9
1	1	1	Face to face activity hours	Mid Term Theory	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 hours	3.25	Face to face hours /12 week	
		118	Home hours	7.44	Home hours /16 week	
		158	Total hours	9.88	Total hours /20 week	
			Accepted	9.881081081081081	( ECTS   Total hours / 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. (listening, 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).

<p><b>Course</b></p> <p><b>References</b></p> <p>:</p>	<p><a href="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</a></p> <p><a href="https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1">https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1</a></p> <p><a href="https://www.youtube.com/watch?v=a27-S1UMdY0">https://www.youtube.com/watch?v=a27-S1UMdY0</a></p>
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<b>Course topics (Theory)</b>	<b>Week</b>	<b>Learning Outcome</b>
Marketing mix 1 (product, price, people, place, promotion, physical presence, and physical evidence. + Quiz	1+2	It focuses on reading and speaking English skills. At the same time, it will improve class conversation about the essential materials of business.
Marketing mix 2 (table of C3, E3, andW3) + Seminar	3+4	It is a complete chain with first week according to English skills but this week explains the customers' attractive for marketing mix 1.
SWAT analysis (map of SWAT analysis and its case study) + Quiz	4+5	Beside how to evaluate the business outcomes, also It emphasizes on listing and writing skills.
Med term Exam	6	It is formative assessment to evaluate students which include all previous topics.
Marketing strategy and the marketing plan	7+8	This week belongs to a conversation class.

(developing the marketing plan)		It illustrates these steps which make your business more successful.
Marketing ethics (social marketing and corporate social responsibility) + Quiz	9+10	It is listing and speaking class. It encourages students to moral principles and ecofriendly when they do business.
The marketing environment ( the micro and macro environment) + Quiz	11	It is a reading class. This week will make the imagine situation for developing the business map.
Final Exam	12	It is summative assessment to assess the students of the complete course.

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### 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**