

English for Business

إنكليزي الأعمال

CONTENTS فصول المقرر

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Introduction

English for Business designed for business administration university students at the intermediate level who want to use their English for business communication in professional contexts.

الجامعة السورية الخاصة
SYRIAN PRIVATE UNIVERSITY

Objective

The purpose of this **English for Business** subject is to empower students with the language and life skills they need to carry out their career goals.

It provides ample opportunities for students to build awareness and practice the language in real-life scenarios.

Its integrated skills approach develops the student's self – confidence to survive and succeed in professional and social encounters within an English speaking global community.

Contents

This subject has been designed with a core of 30 lessons. The four skills of listening, speaking, writing and reading are developed throughout each unit within professional contexts.

Emphasis is on developing the life skills students need to deal with situations that they will encounter in the job market.

University students, regardless of their major, will immediately be motivated by the opportunity to prepare for the job market as they practice their English language skills in the following units and lessons.

Contents

Each unit of this subject divided into six two pages lessons.

Each lesson is designed to present, develop and practice job related skills through the following major sections:

Reading Section

Vocabulary Section

Grammar Section

Listening Section

Team projects

Contents

The subject consists of 30 lessons included in 5 units as the following:

Unit 1: Making your way

Lesson 1: Time to make a decision

Lesson 2: Following through

Lesson 3: Filling out forms

Lesson 4: Preparing your Resume/CV

Lesson 5: Sending it all off

Lesson 6: Finally, it's time for the interview

Team project 1

Contents

Unit 2: Selling is what it's all about

Lesson 7: Have you got what it takes?

Lesson 8: How do you do it?

Lesson 9: Sales have increased by 20%

Lesson 10: Dealing with the customer

Lesson 11: Dealing with the complaints

Lesson 12: Buying and selling on the Internet

Team project 2

Contents

Unit 3: Marketing the product

Lesson 13: Telling the world about your product

Lesson 14: Brands

Lesson 15: Finding out what appeals to the consumer

Lesson 16: You, too, can do it – having a plan

Lesson 17: Getting together and understanding it all

Lesson 18: If you can make it, they can fake it.

Team project 3

Contents

Unit 4: Financial matters

Lesson 19: Keeping a record of personal expenses

Lesson 20: Starting out

Lesson 21: Managing expenses

Lesson 22: Economic issues

Lesson 23: Investments

Lesson 24: Changes in the way we do things

Team project 4

Contents

Unit 5: Global concerns

Lesson 25: Cultural issues

Lesson 26: Corporate culture

Lesson 27: Workplace changes

Lesson 28: The other side of modern business

Lesson 29: Global concerns in the business world

Lesson 30: Ethical trading

Team project 5

Questions & Answers



Reference

O'Brien, J. (2014). *English for Business*. (Third Ed.). Thomson Heinle. Boston, USA.

Badger, I.& Menzies, P. (2011). Heinle Cengage Learning. UK.