

Blida 2 university



**Ali Lounici
University**

(SYLLABUS)

Course Name

Business English 1.2

1. Concerned students.

Faculty	Faculty of Economics, Business and Management Sciences
Department	Finance and Accounting
Grade	First year Master's students
Specialty/field / division	Management control
Semester	1+2
Academic year	2023/2024

2. Familiarize with the teaching materials.

Course name	Business English 1.2
Education unit	Horizontal unit
The number of credits	01
Nature of Teaching	online learning
Coefficient	01
Weekly volume	1h30

3. Instructor information

Name and Surname	Nouara Imene
Grade	Lecturer « B »
Email	nimene23@gmail.com
Phone number	0665.69.75.06

4. Special Educational Needs

Learning Resources	Business English is the study of the language fundamentals needed to communicate effectively in today's workplace. These basics include grammar, usage, punctuation, capitalization, number style, and spelling. Because business people must express their ideas clearly and correctly, such language basic are critical.
General goal	What you study in this course will help you communicate more professionally when you write and when you speak. These skills will help you get the job you want, succeed in the job you have, or prepare for promotion to a better position. Good communication skills can also help you succeed in the classroom and in your personal life.
Learning Objectives	<ul style="list-style-type: none">- Identify basic topics related to business English;- Explain financial institution;- Compare the cognitive domains of banks, money, marketing and advertising...- Relate information technology with his future job.

5. The content of the educational material

The first axis	Starting up a business
The second axis	Managing the firm
The third axis	Insurance
The fourth axis	Business accounts
The fifth axis	Banks and means of payment
The sixth axis	The stock exchange
The seventh axis	Merges and takeovers
The eighth axis	International trade
The ninth axis	Marketing and Advertising
The tenth axis	Information technology

6. . References

01	Business English: supplementary exercises (Pre-intermediate), 2018.
02	David Cotton, David Falvey, Simon Kent, intermediate Market Leaders: business English Course Book , third edition, 2010
03	Lan Mackenzie, English for business studies , a course for business studies and economics students, third edition, Cambridge university press, 2010.
04	Svetlana Pilucka, Business English , Daugavpils Pedagogiska University, 1998.
05	Nabila EL-MOFFOUCK, English for economic and business use , coursebook, faculty of economics, commercial and management sciences, university of Algiers 3, 2021.
06	Business Glossary , National Contact Points for Innovation, 2020.

7. Assessments

Assessments per percent	Marks	Assessments		
Exam	20/20		x	
Partial exam	-			
Directed works (research: preparation/presentation)	-			
Practical work	-			
Individual project	-			
Group work (within a team)	-			
Field trips	-			
Attendance (attendance/absence)				

Other items (sharing)	-				
For the material taught in the form	Course + Lectures				
The nature of its evaluation	Note of exam				
Course average	Note of exam				

8. Course Schedule

The week	The content of the lecture or lesson
1	International Trade
2	Multinational companies
3	Banks
4	Means of payment
5	The stock exchange
6	International Stock Markets
7	Markts
8	Marketing
9	Advertising
10	information technology
11	E-commerce
12	G Concepts: Mergers and takeovers rammar
13	Exercices
14	Studies cas
End-of-the-semester exam (examination date determined by the administration)	
Course remedial exam (examination date determined by the administration)	

9. The personal works prescribed for this course

1	Prerequisite test to assess student's abilities in the very beginning before starting the class;
2	Search and answer forum questions on the Moodle platform
3	Answering the exercises and activities for each lecture on the Moodle platform
4	Answer the final test at the end of the semester on the Moodle platform

10. Course Policies

Rule 1	Students open their accounts on the Moodle platform
Rule 2	Commitment to attending lectures on time, whether in person or remotely (on line)
Rule 3	Commitment to practicing all required activities, whether research or exercises

Authority approvals

Vice dean charge of pedagogy	The professor= responsible	Field, branch, or specialization officer (depending on the level)			Head of Department
		Specialization	Academic division	field	

Important note: After approving the subject guide at the beginning of each semester, it will be published on the official website of the university institution