## A COURSE MODULE DESCRIPTOR FORM

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| Module Information |
| **Course Module Title** | **Business English**  |
| **ناوى کۆرس مۆدیول** | **ئینگلیزی كار** |
| **عنوان الوحدة** | **الإنجليزية للعمل** |
| **Course Module Type** | Core | **Module Code** | **EN 401** |
|  **ECTSs**  | 4 |
| **Department** | English Language |
| **Department Code** | En  |
| **Module Website (CMW)** | <https://lms.noble.edu.krd/getAClass.php?stg=2&depCode=DEN&courseCode=EN303&lecModId=414> |
| **Module Leader (ML)** | Shewaz Mustafa Ismael |
| **NTI - E - mail** | Shewaz.mustafa@noble.edu.krd |
| **ML Acad. Title** | Assistant Lecturer/ Master of Arts |
| **ML ORCID** | <https://orcid.org/0000-0003-0588-1209> |
| **ML Google Scholar Acc** | <https://scholar.google.com/citations?hl=en&view_op=list_works&gmla=AJ1KiT3sgqibY1DrQkqfnpFVpwmvB5nH5XDbNLcT5KIOb61DLcCdOLXTbigx7ATFAOAFGJ1DAMfW9sfxRYY3lw&user=UM5CWCAAAAAJ> |

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| Relation with Other Modules(Please specify) |
| **Pre-requisites** | Business English is like a special thread connecting different language lessons. It goes beyond just learning words – it's about speaking clearly and being good at understanding others. Think of it as the backbone for writing in a professional way, making sure everything is right. It's also about using these skills in real-life projects, figuring out how language works in the business world. |
| Module Aims, Learning Outcomes and Indicative Contents |
| Module Introductory Description | This 14-week Business English course navigates students through essential communication skills for the professional realm. From crafting CVs to mastering email etiquette and honing meeting and presentation skills, the module emphasizes practical application. The journey concludes with real-world business simulations and the creation of a comprehensive professional portfolio, preparing students for success in the business world. |
| Module Aims | Business English Module Aims:- Effective Communication: Develop foundational and practical business communication skills.- Professional Competence: Master CV writing, email etiquette, and meeting participation.- Tech Proficiency: Introduce essential business communication tools.- Presentation Excellence: Enhance presentation and public speaking skills.- Real-world Application: Apply skills in simulated business scenarios.- Portfolio Showcase: Culminate with a professional portfolio demonstration. |
| Module Learning Outcome | After finishing this course, students will be really good at talking and writing in a professional way. They'll know how to make a great resume and use email properly. In meetings, they'll feel confident and know how to use important tools for work. They'll also be great at giving presentations and applying what they've learned in real-life situations. The course ends with them creating a special portfolio that shows how good they are at professional communication. |
| Learning and Teaching Strategies |
| **Strategies** | 1. Engaging Lectures: Dynamic discussions for a deeper understanding.2. Practical Exercises: Apply knowledge to real-world scenarios.3. Group Activities: Foster teamwork and practical skill development.4. Tech Integration: Enhance technological fluency with modern tools.5. Feedback Sessions: Provide regular feedback for continuous improvement.6. Role-Playing: Simulate business interactions to practice and refine skills. |

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| **Required texts and References** |
| Mascull, B. (2002). *Business Vocabulary in Use*. Cambridge University Press.BBC Learning English. (n.d.). *BBC Learning English - BBC Learning English - Business English*. https://www.bbc.co.uk/learningenglish/business-english |

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| Module Delivery |
| **Total workload Per term** |
| **Contact Theoretical Hours – Per term** | 15 |
| **Contact Practical Hours – Per term** | 93 |

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| Module AssessmentThe following activities or any other activities that match the Bologna process can be performed |
| **Module Activities** | **Time /Number** | **Weight (Marks)** | **Week Due** |
| Attendance | Weekly | 5% | Weekly  |
| Participation | Weekly | 5% | Weekly |
| Quiz  | Twice | 5% | Week 5 & 8 |
| Professional CV | Once | 10% | Week 10 |
| Seminar | Once  | 5% | Weekly- 4 students a week |
| Vlog/ Job Interview | Once | 5% | Week 6 |
| Homework (Vocabulary) | Weekly | 5% | Weekly |
| Midterm Exam  | Once | 20% | Week 10 |
| Final Exam |  | 40% | January 2024 |
| **Total** |  | 100% |  |

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| Delivery Plan (Designed Syllabus) |
|  | **Course Module Content** |
| Week 1 | Week 1: Class 1:Introduction to Business English Course Module1. Introduction to the Course Module2. Teacher's Requirements and Expectations3. Mark Distribution and Assessment Overview4. Recommended Course BookWeek 1: Class2:1. Definition of Business English2. Importance of Business English |
| Week 2 | Week 2: Skills, courses, and certifications needed for business worldVocabulary related to business. |
| Week 3 | Week 3: Crafting a Professional CV- Understanding the components of a CV- Vocabulary: Job titles, skills, and qualifications |
| Week 4 | Week 4: Telephone Etiquette: - Answering calls professionally - Taking and leaving messages - Handling common telephone scenarios (e.g., transferring calls) |
| Week 5 | Week 5: Mastering Email Etiquette- Structuring emails for clarity and impact - Formal greetings and closings - Polite and assertive language in written communication- Vocabulary: Common email phrases, formal language |
| Week 6 | Week 6: Responding to Emails Professionally- Strategies for professional email responses- Vocabulary: Polite and assertive expressions  |
| Week 7 | Week 7: Job Search in Kurdistan: - Understanding the local job market - Identifying key industries and employers - Utilizing local job search websites and platforms |
| Week 8 | Week 8: LinkedIn Application: - Creating and optimizing a professional LinkedIn profile - Networking strategies on LinkedIn - Job searching and applying through LinkedIn |
| Week 9 | Week 9: Navigating the Interview LandscapePre-Interview PreparationMastering Verbal and Non-Verbal CommunicationResponding with ConfidenceSealing the Deal ProfessionallyPractical Application and Improvement |
| Week 10 | Week 10: Terms and aspects to be aware of when signing a business contract:1. Key Contractual Terms2. Liabilities and Responsibilities3. Payment and Invoicing Details4. Termination and Renewal Clauses5. Confidentiality and Non-Disclosure Agreements6. Dispute Resolution Mechanisms7. Indemnity and Insurance Provisions8. Compliance and Governing Law9. Scope of Work and Deliverables10. Intellectual Property Rights |
| Week 11 | Week 11: Presentations and Public Speaking Basics- Developing fundamental presentation skills- Vocabulary: Presentation phrases, effective communication expressions |
| Week 12 | Week 12: Socializing in a Professional Context: - Subtopics: - Networking skills and introductions - Attending business events and social functions - Small talk in professional settings |
| Week 13 | Week 13: Midterm |
| Week 14 | REVISION |
| Week 15  | Final Exam |

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| Course Keywords |
| workplace communication, resume writing, email etiquette, business meetings, communication tools, presentation skills, practical scenarios, cultural awareness, research skills, translation skills |