

السداسي: السادس

وحدة التعليم: أفقية

المقياس: لغة أجنبية متخصصة 2

الرصيد: 1

المعامل: 1

نمط التعليم: حضوري

أهداف التعليم:

1. to apply what they learn in their English classes to their main field of study;
2. Being able to use the vocabulary and structures that they learn in a meaningful context reinforces what is taught and increases their motivation;
3. To enrich their vocabulary in economy and business;

المعارف المسبقة المطلوبة

Grammatical knowledge required.

محتوى المقياس:

Chapter 01: Introduction to human resource management

Chapter 02: Introduction to Marketing management

Chapter 03: Markets

Chapter 04: business finance

طريقة التقييم:

مراقبة مستمرة 100%

المراجع:

- 1- Bill Mascull, Business vocabulary in use Advanced, Cambridge University Press, 3rd edition, 2005.
- 2- Cate farrell, Marianne Lindsay, Marketing, Cambridge university, 2008.
- 3- Fredrick S. Mishkin, The economy of money banking, and financial markets, eleventh edition, Pearson Education Limited 2016.
- 4- Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins S.P. and Decenzo David A.
- 5- Niall Kishtainy and others, the economics books, big ideas simply explained, London, New York, Melbourne, Munich, and Delhi, 2012.
- 6- Oxford Learner's pocket Dictionary of business English, Oxford University Press, 2017.
- 7- Harrap's Dictionnaire poche Business, français _ anglais et Anglais _ Français , edition Larousse, 2012.
- 8- Macmillan English Dictionary for Advanced Learners, Macmillan Publisher Limited, 2002.
- 9- The Golden Dictionary of Economic, Accounting and Management, Salah Eddine Hassan Essissi, dar el kitab el hadith, 2012.