

عنوان الليسانس: تسويق

السادسي : السادس

وحدة التعليم : أفقية

المادة : لغة أجنبية متخصصة 2

الرصيد: 1

المعامل: 1

نمط التعليم : حضوري

أهداف التعليم:

- Understand and analyse any document dealing with the fields of study.
- Develop critical thinking skills related to analysis and decision making.
- Develop written skills in business contexts.
- Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
- Develop greater verbal fluency for face-to-face business situations.

المعارف المسبقة المطلوبة

Students must have successfully completed the lessons of S1, S2, S4 and S5. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

محتوى المادة:

طريقة التقييم:

100% مراقبة مستمرة

المراجع:

Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.

.2 Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.

.3 Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.

.4 Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.

.5 Business English pods

.6 J. Schofield and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.

.7 A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.

.8 Bill Mascull (2010). Business Vocabulary in Use: Advanced. Cambridge University Press, 2nd Edition.

.9 Nina O'Driscoll. Market Leader: Marketing. Pearson Longman.

.10 Martin Hobbs and Julia Starr Keddle (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.

.11 Ian Mackenzie (2002). Financial English. Christopher Wenger publishing.
Handouts with texts and exercises to do.

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