

السداسي: الخامس

وحدة التعليم: أفقية

المقياس: لغة أجنبية متخصصة 1

الرصيد: 1

المعامل: 1

نمط التعليم: حضوري

أهداف التعليم:

Objectives of the module:

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:

foreknowledge:

Grammatical knowledge required.

محتوى المقياس:

Contents of the module:

Chapter 01: Fundamentals of Economics

Chapter 02: Business Organization

Chapter 03: Management and leadership

Chapter 04: The nature of strategic management

Chapter 05: Entrepreneurship and small businesses

طريقة التقييم:

100% مراقبة مستمرة

المراجع:

References:

- 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 ,édition 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.