

وزارة التعليم العالي والبحث العلمي  
جهاز الإشراف والتقويم العلمي  
دائرة ضمان الجودة والاعتماد الأكاديمي

## استمارة وصف البرنامج الأكاديمي للكليات والمعاهد للعام الدراسي 2025-2024

الجامعة : جامعة شط العرب الاهلية  
الكلية /المعهد : الإدارة واقتصاد  
القسم العلمي : إدارة الاعمال

تاريخ ملء الملف : 2024/9/1

التوقيع :  
اسم المعاون العلمي: د. عبد الله عبد الله  
التاريخ : ٢٠٢٤/٩/١

التوقيع :  
اسم رئيس القسم : د. عبد الله عبد الله  
التاريخ : ٢٠٢٤/٩/١

دقق الملف من قبل  
شعبة ضمان الجودة والأداء الجامعي  
اسم مدير شعبة ضمان الجودة والأداء الجامعي:  
التاريخ : / /

أستاذ الدكتور محمد عبود ظاهر الظلوم  
رئيس شعبة ضمان الجودة والأداء الجامعي

مصادقة السيد العميد




مصادقة السيد العميد  
د. عبد الله عبد الله



### Course Description Form /

|                           |  |
|---------------------------|--|
| <b>Description Course</b> |  |
|---------------------------|--|

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made maximum use of the available learning opportunities. These characteristics have to be matched with the description of the program.

|                                |   |   |
|--------------------------------|---|---|
| 1. Educational Institution     | <b>Shatt Al-Arab University</b><br><b>College of Administration and Economics</b> |  |
| 2. Department / Center         | <b>Business Administration</b>  |   |
| 3. Course Title /Code          | English language  |   |
| 4. Lecturer Name               | Hind Salim Abbood   |   |
| 5. Type of Teaching            | Attendance Class  |   |
| 6. Academic Year /Term         | second Stage – second Semester  |   |
| 7. Total No. of Teaching Hours | 30 hours  |   |
| 8. Date of Preparing this      | 1/9/2024  |   |

## **9. Course Objectives**

### **1.Enhancing Language Proficiency .**

- Develop listening, speaking, reading, and writing skills in .English**
- Expand general and academic vocabulary relevant to business .administration**

### **2.Focus on Specialized Language (ESP – English for Specific Purposes)**

- Prepare students to use English in a business environment**
- Provide students with the ability to understand business, .economic, and administrative terminology**

### **3.Preparing Students for the Job Market .**

- Enable students to write reports, memos, emails, and CVs in .English**
- Develop effective communication skills in professional contexts .(meetings, presentations, job interviews)**

### **4.Understanding Specialized Texts and Materials**

- Train students to read and analyze academic and business .articles and reports in English**



**.administrative texts**

## **5.Improving Presentation and Public Speaking Skills .**

**-Develop oral presentation skills in clear and professional English**

## **10. Course Output, Methodology and Evaluation**

### **(A) Cognitive Objectives**

**General cognitive objective.**

**The course aims to provide students with specialized linguistic and academic knowledge in the field of business administration, enabling them to understand and analyze texts and terminology specific to the specialty in English, thus supporting their academic and professional performance**

#### **1.Identify basic business terminology in English**

**-Understand basic concepts such as marketing, management, finance, human resources, etc**

**-Distinguish technical business terms from general language**

#### **2.Understand vocabulary and grammar related to business contexts**

**-Analyze academic and business texts to understand the linguistic structure and vocabulary used**

**-Understand the differences between formal and informal**

**.language in administrative contexts**

**3.Apply linguistic concepts in academic and professional .  
situations**

**-Use vocabulary and structures in writing professional reports or  
.emails**

**-Choose the appropriate linguistic style for the context meeting,  
(presentation, report**

**4.Analyze specialized texts .**

**-Analyze the content of business articles and reports to extract  
.the main idea and supporting information**

**-Relate terms to relevant administrative concepts**

**5.Evaluate the effectiveness of language use in an administrative  
context.**

**-Distinguish between correct and incorrect language uses in a  
.business setting**

**-Critique written or spoken administrative communication  
.models in terms of style and accuracy**

**6.Develop critical thinking skills in both languages (Arabic and  
English)**

**-Compare administrative terms or concepts in both languages**

**-Discuss contemporary administrative issues in analytical English**

**(B) Skill Objectives Related to the Program:**

**1.Developing conceptual skills in English for business negotiations**

- Conducting dialogues and discussions on business topics**
- Delivering oral presentations using correct and clear .management terminology**

**2.Improving professional writing skills**

- Writing management reports, memos, and CVs in English**
- Preparing emails used in a business environment**

**3.Developing active listening skill .**

- Understanding the content of lectures or dialogues related to business management**
- Taking accurate notes while listening to presentations or panels in English**

**4.Mastering analytical reading skills .**

- Reading and understanding specialized articles and texts on .financial management and marketing**
- Obtaining key information from texts and collected summaries**

**5.Applying games in a job market parking simulation .**

- Acting out business transactions in English**

**-Interacting with virtual colleagues or "clients" in business scenarios**

**6.Using technological tools in English .**

**-Dealing with programming or office applications in English (e.g., spreadsheets, presentations).**

**-Using the digital internet in English for researchers and business**

### **C. Emotional and value goals**

#### **General Affective and Value-Based Objective**

**It identifies the development of students' attitudes toward learning English for business administration, and unified values such as respect for others, cultural diversity, and a commitment to lifelong learning, including the ability to function in a unified, multicultural society.**

**1.Developing Positive Attitudes Towards the English Language .**

**-Fostering a sense of acceptance and openness to learning English as a vital tool for communication in business administration**

**-Supporting students' appreciation of the importance of the English language in their academic and professional lives**

**2.Stimulating Personal Interest in Using the Language in Real Life Situations.**

**-Encouraging students to follow administrative and economic**

**content in English (articles, videos, reports).**

- Stimulating students' curiosity about using the language to interact with developments in the global labor market**

### **3.Instilling Values of Respect for Cultural and Linguistic Diversity**

- Appreciating the English language as a means of understanding different cultures and ideas.**
- Promoting values of tolerance and acceptance of others through interaction with multicultural texts and situations.**

### **4.Enhancing Self-Confidence and Self-Discipline .**

- Supporting students in building continuous confidence in using the English language without fear of making mistakes.**
- Encouraging discipline in completing language assignments and regular classroom participation**

### **5.Instilling the Value of Lifelong Learning .**

- Motivating students to embrace the principle of continuous language learning as a means of personal and professional development**
- Strengthening commitment to developing language skills outside the classroom**



### **Methods of Teaching and Learning:**

- 1. Continuous presentation and examples, with an effort to engage students through dialogue, posing various questions, and students' attempts to answer them**
- 2. Examples illustrating the direct application of practical lessons in the field of employing English in business organizations**
- 3. Thinking strategies based on the student's ability**
- 4. Higher-order thinking skills strategy**
- 5. Critical thinking strategy in learning**
- 6. Brainstorming to select the best method for employing English in various situations**

### **Methods of Evaluation**

- 1. Exams of various types**
- 2. Feedback from students**

## 11. Course Structure

| Week | No of Hours | Title of Subject                | Teaching Method | Evaluation               |
|------|-------------|---------------------------------|-----------------|--------------------------|
| 1    | 2           | People the great communicators  | theoretical     | discussion               |
| 2    | 2           | Grammars                        | theoretical     | Oral exams and questions |
| 3    | 2           | Things you can buy              | theoretical     | quiz                     |
| 4    | 2           | Grammars                        | theoretical     | quiz                     |
| 5    | 2           | Immigration to the united state | theoretical     | discussion               |

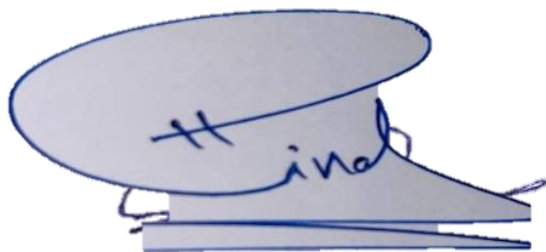
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|----|---|--|-------------|------------|
| 6  | 2 | The capitals of the countries            | theoretical | quiz       |
| 7  | 2 | Verbs and nouns                          | theoretical | quiz       |
| 8  | 2 | <b>First exam of the second semester</b> |             |            |
| 9  | 2 | Grammars                                 | theoretical | discussion |
| 10 | 2 | Living in the old cities                 | theoretical | quiz       |
| 11 | 2 | Problems & suggestions                   | theoretical | discussion |

|    |   |                             |             |      |
|----|---|-----------------------------|-------------|------|
| 12 | 2 | Grammars                    | theoretical | quiz |
| 13 | 2 | Conversations & expressions | theoretical | quiz |
| 14 |   | What do we want to do       | theoretical | quiz |
| 15 |   | <b>Final exam</b>           |             |      |


## 12. Infrastructure

|                      |  |
|----------------------|--|
| <b>a. Textbooks</b>  | <b>A collection of lectures prepared by Ms. Hind Salim</b> |
| <b>b. References</b> | <b>Pre-Intermediate students book ,</b>                    |

|   |  |
|---|--|
|   | <b>New Headway plus, John and Liz Soars , Oxford</b> |
| <b>d. Electronic references, internet websites, etc</b> | <b>Websites specialized in the English language</b>  |



**Hind Salim Abboud**



Head of Deptment

**D.r Zain AlAbidean J. Mohammed**