

English Reading in Business

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Introduction to the subject, its objectives and importance in the field of management. Basics of reading in the field of management: determining the purpose of reading, and types of management texts. Effective reading strategies.
Week 2	Basic reading skills: basic management vocabulary, understanding technical terms. Analysis of management texts: identifying main ideas, distinguishing between facts and opinions.
Week 3	Reading management reports: types of reports, their structure, and how to extract information from them. Analyzing management reports: evaluating the content of the report, and identifying strengths and weaknesses.
Week 4	Administrative studies: types of studies, their objectives, and research methodologies used. Analysis of administrative studies: evaluating the quality of the study, and determining its credibility.
Week 5	Reading scientific articles in the field of management: types of articles, their structure, and how to evaluate them. Analysis of scientific articles: determining the scientific contribution of the article, and its importance in the field of management.
Week 6	Reading books in the field of management: types of books, their importance, and how to choose the right book. Book reading strategies: speed reading, deep reading, and summaries.
Week 7	Mid - term Exam.
Week 8	Reading blogs and websites in the field of management: types of blogs and websites, and their importance.
Week 9	Reading emails and memos in management: types of emails and memos, and their importance. Writing emails and memos: rules of effective writing, and appropriate style.
Week 10	Reading contracts and agreements in the field of management: types of contracts and agreements, and their importance. Analysis of contracts and agreements: understanding the terms of the contract, and determining rights and obligations
Week 11	Reading marketing advertisements in the field of management: types of advertisements, their objectives, and how to analyze them. Marketing advertisement analysis: identifying the marketing message, the target audience, and evaluating its effectiveness.
Week 12	Economic news analysis understanding the impact of news on companies and markets.
Week 13	Practical applications of body language analysis in various administrative situations.
Week 14	Analyzing maps and graphs: extracting information and identifying trends.
Week 15	Practical applications on reading and analyzing various administrative texts.
Week 16	Final Exam.