

English for Business Administration Diploma

المقررات الخاصة بالدبلوم

| م | رمز المادة | اسم المادة | عدد الساعات | حالة المادة |
|--------------|------------|------------|--|-------------|
| الفصل الأول | 1 | BENG111 | القراءة في مجال الاعمال | اجباري |
| | 2 | BENG112 | الكتابة في مجال الاعمال | اجباري |
| | 3 | BENG113 | مقدمة اللغة الانجليزية في مجال الاعمال | اجباري |
| | 4 | BENG114 | مهارات الاتصال في مجال الاعمال | اجباري |
| | 5 | BENG115 | مهارات الحاسب في مجال الاعمال | اجباري |
| الفصل الثاني | 6 | BENG121 | اللغة الانجليزية في السياحة | اجباري |
| | 7 | BENG122 | اللغة الانجليزية في الإعلام | اجباري |
| | 8 | BENG123 | اللغة الانجليزية في الدراسات القانونية | اجباري |
| | 9 | BENG124 | اللغة الانجليزية في التسويق | اجباري |
| | 10 | BENG125 | اللغة الانجليزية في الموارد البشرية | اجباري |
| | 11 | BENG126 | التدريب الميداني | اجباري |

الوصف العام للبرنامج

تم تصميم البرنامج لتزويد المتعلمين بالمهارات والفهم الثقافي اللازم للعمل في بيئة الأعمال. وبما ان بيئة الاعمال تحتاج الى لغة انجليزية متخصصة, فقد تم تصميم مناهج البرنامج بعناية تتضمن مجموعة متخصصة من المفردات و التعبيرات و استراتيجيات الاتصال.

وللحصول على فاعلية اكبر فإن البرنامج يستخدم توليفة من اساليب تعلم مثل الدروس التفاعلية و التمارين الموجهة و دراسة الحالة و التي بدورها تساعد المتعلم على رفع مستوى الاحترافية في مجالات الاعمال المختلفة. و لتحقيق ذلك فإن البرنامج يقوم بتوظيف اعضاء هيئة تدريس ممن يملكون الخبرة الواسعة في المجال.

من اهم مميزات البرنامج تصميمه بحيث يتميز بمرونة مقرراته حتى تلائم و تستوعب اكبر شريحة من المستهدفين الراغبين بدراسة اللغة الانجليزية في مجال الاعمال بناء على حاجاتهم و اهدافهم. عند الانتهاء من برنامجنا, سيكتسب المتعلم المهارات اللازمة للتواصل بشكل فعال باللغة الانجليزية بثقة في بيئات الأعمال المحلية و العالمية. و بالتالي سواء كان المتعلمون يهدفون إلى تطوير حياتهم المهنية، أو توسيع شبكتهم المهنية، أو خلق فرص عمل جديدة، فإن البرنامج مصمم لتمكينهم وتحقيق أهدافهم.

- تطوير كفاءة الطلاب في اللغة الإنجليزية لتمكين التواصل الواضح والفعال والواثق في سياق الأعمال.
- تعزيز مهارات الطلاب في مجال الاتصالات التجارية، وتمكينهم من المشاركة بفعالية في اجتماعات الأعمال و المفاوضات والعروض التقديمية و المراسلات المكتوبة.
- تعزيز الذكاء الثقافي للطلاب ومهارات الاتصال بين الثقافات للتنقل في بيئات الأعمال المتنوعة.
- تزويد الطلاب بأساس متين للمعرفة والمفاهيم التجارية باللغة الانجليزية.
- تطوير قدرة الطلاب على العمل بشكل تعاوني وفعال كجزء من الفرق.
- تزويد الطلاب بالأدوات والموارد لمواصلة تطورهم المهني في مختلف المجالات المتعلقة بعالم الاعمال.

Learning outcomes

| 3. Program Learning Outcomes* | |
|---|--|
| Knowledge and Understanding | |
| K1 | Understands the basics English skills |
| K2 | Acquire a foundational understanding of key business concepts, including marketing, finance, human resources, media and law etc. |
| Skills | |
| S1 | Able to communicate properly in English |
| S2 | Apply the knowledge in the field of business and its connected areas. |
| S3 | Use technical skills to analyze complex business scenarios, identify problems, evaluate options, and propose effective solutions |
| Values, Autonomy, and Responsibility | |
| V1 | Understanding cultural conventions, attitudes, and communication styles. |
| V2 | Demonstrate dedication to ethical standards and professional obligations. |
| V3 | Show effective collaboration and teamwork in diverse business settings. |

Goals and contents of courses

Business communication

Goals

By the end of the course students will be able to:

- Understand the principles of professional communication etiquette and how to apply them in diverse business setting.
- Learn how to tailor messages to different audiences, considering cultural, organizational, and individual differences.
- Enhance communication skills, including public speaking, presentations, and interpersonal communication.
- Cultivate strategies for resolving conflicts and managing difficult conversations professionally in a business context.

Content

| No | List of Topics | Contact Hours |
|--------------|--|------------------|
| 1. | Orientation + Unit # 1 Building a relationship | 3 (Week 1) |
| 2. | Unit # 2 Culture & Entertainment | 3 (Week 2) |
| 3. | Unit #3 Could I leave a message? Unit # 4 Good to hear from you again | 6 (Week 3 & 4) |
| 4. | Unit # 5 Unfortunately there's a problem- | 3 (Week 5) |
| 5. | Unit # 6 Planning and getting started | 3 (Week 6) |
| 6. | Unit # 7 Image impact and making an impression | 3 (Week 7) |
| 7. | Unit # 8 & 9 The middle & end of Presentation | 6 (Week 8 & 9) |
| 8. | Unit # 10 & 11 Meetings | 6 (Week 10 & 11) |
| 9. | Unit # 12 Meetings | 3 (Week 12) |
| 10. | Unit # 13 Negotiations Know what you want | 3 (Week 13) |
| 11. | Unit # 14,15 Getting what you can & Not getting what you don't want | 6 (Week 14 & 15) |
| 12. | Final Exam | (Week 16) |
| --- | | |
| Total | | 45 |

Reading in business

Goals

By the end of this course students will be able to:

- learners understand different types of reading.
- Learners can analyze that business documents encounter.
- It also helps them to develop their reading skills and understand the basic concepts and terminology that is used in business related environment.

Content

| No | List of Topics | Contact Hours |
|--------------|--|-----------------|
| 1 | Orientation + What is Business? | Week 1 & 2 |
| 1 | Careers in Business | Week 3 |
| 3 | The Target Market & Market Research and Product Design | Week 4&5 |
| 4 | International Business, Why Nations Trade | Week 6 |
| 5 | Multinational Corporations | Week 7 |
| 6 | Accounting | Week 8& 9 |
| 7 | Why Finance? | Week 10 |
| 8 | Acquiring Start-up Capital for a Small Business | Week 11 |
| 9 | Management Functions | Week 12 |
| 10 | Management and Human Resources Development | Week 13 |
| 11 | Decision Making: Steps in Decision process | Week 14 |
| 12 | The Reality of Decision Making, Deciding Who Decides | Week 15 |
| 13 | Final exams | Week 16 |
| Total | | 45 hours |

Writing in business

Goals

Students will be able to:

- students use effective writing skills specifically tailored for the business context.
- students utilize a range of strategies and techniques to enhance their business writing.
- Students analyze and evaluate information, identify relevant data, and make informed decisions to support their written communication.
- Students will apply navigate ethical dilemmas, consider cultural and diversity factors, and adhere to ethical guidelines in their written communication within the business environment.

Content

| No | List of Topics | Contact Hours |
|----|--|----------------------|
| 1 | Principles of Business Writing. | 3 hours - Week 1 |
| 1 | Grammar Review | 3 hours - Week 2 |
| 3 | Constructing Sentences | 6 hours - Week 3 & 4 |
| 4 | Important orthographical issues | 6 hours - Week 5 & 6 |
| 5 | Commonly confused words | 3 hours - Week 7 |
| 6 | Midterm exam | 3 hours - Week 8 |
| 7 | Writing dates and addresses | 3 hours - Week 9 |
| 8 | Writing business letters | 3 hours - Week 10 |
| 9 | Business report | 3 hours - Week 11 |
| 10 | The Sales Letter | 3 hours - Week 12 |
| 11 | The E-Mail Message - The Memorandum | 3 hours - Week 13 |
| 12 | A letter confirming a booking – Addressing letters | 3 hours - Week 14 |

| | | |
|--------------|----------------------------------|-------------------|
| 13 | Writing CVs and Covering letters | 3 hours - Week 15 |
| 14 | Final exams | 3 hours - Week 16 |
| 15 | Principles of Business Writing. | 3 hours - Week 1 |
| 16 | Final exams | 3 hours - Week 2 |
| Total | | 45 hours |

Introduction to business english

Goals

By the end of this course students will be able to:

- Practice reading strategies to preview a text.
- Practice speaking, and interview skills.
- Teaching business planning strategies
- Discover the positive and negative aspects of interoductory business .
- Teach students READING, WRITING and SPEAKING
- The students will also learn to use GRAMMAR in different units of the course.
- Students will be trained to use BUSINESS TERMS in respective field.
- Apply comprehension strategies as you read, watch, and listen to a variety of texts and multimedia sources.
- Setting up business communication strategies.

Content

| No | List of Topics | Contact Hours |
|----|----------------------------------|---------------|
| 1 | Orientation +Introduction & jobs | 3-Week1 |
| 2 | Companies and Countries | 3-Week2 |
| 3 | Workplace + Departments | 6-Week3&4 |
| 4 | Products | 3-Week5 |
| 5 | Entertainment | 3-Week6 |

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|----|-----------------------------------|---------------|
| 6 | Technology | 3-Week7 |
| 7 | Travel | 2-Week8 |
| 8 | FIRST MID TERM | 1-Week8 |
| 9 | Communication | 3-Week9 |
| 10 | Networking | 3-Week10 |
| 11 | Employment | 3-Week11 |
| 12 | Competitions | 3-Week 12 |
| 13 | Teamwork | 3-Week13 |
| 14 | Schedules + Orders and Deliveries | 3-Week14 & 15 |
| 15 | Final Exam | Week16 |
| | | |

English for legal studies

Objectives

By the end of this course students will be able to:

- The course aims to develop students' proficiency in legal terminology and vocabulary specific to the field of law.
- enhance students' legal writing skills, focusing on the unique conventions and structures of legal writing.
- Students will develop strategies for analyzing and interpreting complex legal texts, extracting key information, and understanding the legal implications and precedents within them.
- Students will practice effective verbal communication, including legal argumentation, negotiation, and presentation skills.

Content

| No | List of Topics | Contact Hours |
|-----|---|---------------|
| 17. | A Business Taking Legal Action Against You | 3Week1 |
| 18. | Administrative Courts and Administrative Law. | 3Week2 |
| 3 | Young People & The Law | 3Week3 |
| 4 | COURTS | 3Week4 |
| 5 | International Law | 3Week5 |

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|----|--------------------------------|--------------|
| 6 | Appellate Court | 3Week6 |
| 7 | Bail vs. Bond | 3Week7 |
| 8 | Misdemeanors and Felonies | 3Week8 |
| 9 | Small Claims | 3Week9 |
| 10 | Mediation | 3Week10 |
| 11 | Tax Law | 3Week11 |
| 12 | Administrative Law & Cyber Law | 6Week 12& 13 |
| 13 | Privacy Law | 6Week13&14 |
| 14 | Current Legal Issues | 3Week14&15 |
| 15 | Final Exam | Week16 |
| | | |

Computer skills in business

Objectives

By the end of this course students will be able to:

- Introduce basic components of computers and information systems.
- Teach students how to apply computing knowledge.
- Train students to use different types of application software and typing on computers.
- Train students to use Internet for searching, communicating and information retrieval

Content

| No | List of Topics | Contact Hours |
|----|---|-----------------|
| 1. | Introduction to Computers and Information Systems | 6 (week 1 &2) |
| 2. | MS Windows and its utilities | 3 (week 3) |
| 3. | E-learning System: Blackboard | 6 (week 4 & 5) |
| 4. | Lab Exam | 3 (week 6) |
| 5. | Word Processing: MS Word | 3 (week 7) |
| 6. | Midterm | 3 (week 8) |
| 7. | Spreadsheet: MS Excel | 6 (week 9 & 10) |

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|--------------|--|--------------------|
| 8. | Presentation: MS PowerPoint | 3 (week 11) |
| 9. | Introduction to Computer Networks and Internet | 3 (week 12) |
| 10. | Web System and Email | 3 (week 13) |
| 11. | Introduction to Computer and Information Security | 3 (week 14) |
| 12. | Project | Week 15 |
| 13. | Final Exam | Week 16 |
| Total | | |

English for human resources

Goals

By the end of this course students will be able to:

- Develop effective oral and written communication skills specific to the human resources field.
- Acquire a comprehensive understanding of HR-specific terminology and vocabulary.
- Foster intercultural competence and sensitivity in HR communication.
- Develop proficiency in writing HR-related documents, such as job descriptions, employee handbooks, and HR policies.

Content

| No | List of Topics | Contact Hours |
|----|------------------------------------|---------------|
| 2: | Orientation + What is HR? | Week 1 & 2 |
| 2: | What is Human Resource Management? | Week 1 & 2 |
| 3 | *Nature of HR | Week 3 & 4 |
| 4 | *Scope of HR | Week 3 & 4 |
| 5 | *Objectives of HRM | Week 3 & 4 |
| 6 | *Functions of HRM | Week 3 & 4 |
| 7 | *Human Resource Planning (HRP) | Week 3 & 4 |
| 8 | * Need for HRP in Organizations | Week 5 |
| 9 | *Barriers to Human HRP | Week 5 |
| 10 | Job Analysis and Job Design | Week 6 |

| | | |
|--------------|--------------------------------|------------------|
| 11 | Revision | Week 7 |
| 12 | Executive Development | Week 8 |
| | Performance Appraisal | Week 9 |
| | Wage and Salary Administration | Week 10 |
| | Compensation and Incentives | Week 11 |
| | Industrial Relation | Week 12 |
| | Trade Unions | Week 13 |
| | Revision | Week 14 |
| 13 | | |
| 14 | | |
| 15 | | 3 hours - Week 1 |
| 16 | | 3 hours - Week 2 |
| Total | | 45 hours |

English for marketing

Goals

By the end of this course students will be able to:

- true-to-life listening material so that you can hear how language is used in marketing contexts
- authentic text-types – that is, the types of text that marketers have to read and write
- a focus on the vocabulary, phrases and grammatical structures that you need in order to work in
- English as a marketing professional
- realistic and stimulating speaking and writing tasks to practise all the language you've learnt

content

| No | List of Topics | Contact Hours |
|----|----------------|---------------|
|----|----------------|---------------|

| | | |
|--------------|---|-----------------|
| 2: | Introduction to marketing and advertising | 6 (week 1 &2) |
| 2: | Finding the customer | 6 (week 3&4) |
| 3. | Planning a marketing strategy | 6 (week 5 & 6) |
| 4. | Creating ads | 3 (week 7) |
| 5. | Open discussion | 3 (week 8) |
| 6. | Midterm | 3 (week 8) |
| 7. | Marketing tools | 6 (week 9 & 10) |
| 8. | Presenting your public face | 3 (week 11) |
| 9. | Marketing through Trade Fairs | 3 (week 12) |
| 10. | Revision | 3 (week 13) |
| 11. | Final Exam | 3 (week 14) |
| Total | | |

English for media

Goals

By the end of this course students will be to:

- Understand what media literacy is and its importance.
- Practice reading strategies to preview a text.
- Practice interview skills.
- Write headlines.
- Understand the language of radio presenters.
- Planning the contents of a magazine
- Plan and write a blog.
- Create a podcast.
- Become familiar with the two types of media: traditional and social media.

Content

| No | List of Topics | Contact Hours |
|----|----------------|---------------|
|----|----------------|---------------|

| | | |
|--------------|--|-----------------|
| 2! | Introduction to different types of media such as newspapers. | 6 (week 1 &2) |
| 2! | Radio (as a type of media). | 6 (week 3&4) |
| 3. | Magazines (as a type of media). | 6 (week 5 & 6) |
| 4. | Television (as a type of media). | 3 (week 7) |
| 5. | Open discussion | 3 (week 7) |
| 6. | Midterm | 3 (week 8) |
| 7. | Films (as a type of media). | 6 (week 9 & 10) |
| 8. | New social media. | 6 (week 11&12) |
| 9. | Midterm | week 12 |
| 10. | Advertising. | 6 (week 13&14) |
| 12. | Marketing. | 3 (week 15) |
| 13. | Revision | Week 15 |
| 14. | Final Exam | Week 16 |
| Total | | |

English for tourism

Goals

By the end of this course students will be able to:

- To Provide the students basic information about historical places in KSA
- To make learners express themselves in English with suitable vocabulary.
- To make the learners learn matching terminology, sentences and phrases with suitable expressions necessary for travellers and tourists
- To introduce terms and diction for tourism
- To increase learner's interest in travelling,
- To improve learner's organizing skill
- To enhance leadership quality in targeted learner

Content

| No | List of Topics | Contact Hours |
|----|-------------------------|-------------------------|
| 1. | Introduction To Tourism | 3- week 1 st |

| | | |
|-----------|--|-----------------|
| 2. | Travel Documents | Week2-3 |
| 3 | Schedules and times | Week3-3 |
| 4 | Travelling Agency | Week4-3 |
| 5 | Emails/ Letters to clients, colleagues, and travellers and tourists | Week5-3 |
| 6 | At the airport | Week6-3 |
| 7 | Reception and Booking at A hotel | Week7-3 |
| 8 | City Tour, Transport Points and Shopping | Week8-3 |
| 9 | Giving and Receiving Directions | Week9-3 |
| 10 | At a Restaurant | Week10-3 |
| 11 | Describing Places and people | Week11-3 |