

# ENG 203: Business Communication

*Credit Hours: 3*  
*Lecture Hours: 48*

## **Course Objectives:**

The objectives of this course are to present the learners with the language and concepts found in books and newspapers and magazine articles on business and economics; to develop the comprehension of management texts; to develop the listening skills in the fields of management; provide the learners with opportunities to express management concepts, reformulating the learner's own while summarizing, analyzing, criticizing and discussing ideas.

## **Course Description:**

**Grammatical and structural review of English:** review of standard grammatical forms and their application in a variety of business writings.

**Reading comprehension:** development of reading comprehension proficiency, with special reference to business topics.

**Composition Skills:** writing logical, coherent and persuasive prose, related to management.

## **Course Details**

### **Unit 1: Management**

**9LH**

- The three sectors of the economy
- Management
- Company structure
- Work and motivation
- Management and cultural diversity
- Recruitment
- Labour relations

### **Unit 2: Production & Marketing**

**8LH**

- Production
- Products
- Marketing
- Advertising
- Promotional tools

### **Unit 3: Finance**

**11LH**

- Accounting and financial statement
- Banking
- Stocks and shares
- Bonds
- Futures and derivatives
- Market Structure and Competition
- Takeovers, mergers and buyouts

#### **Unit 4: Economics**

**10LH**

- Efficiency and employment
- Business ethics
- The role of government
- Central banking, money and taxation
- Exchange rates
- The business cycle
- Keynesianism and monetarism
- International trade
- Economics and ecology

#### **Unit 5: Technical communication**

**10LH**

- Document design
- Graphics
- The Summary
- Proposals
- Oral Presentations

### **VI. Daily English Newspapers**

#### ***Methods of Teaching***

Teaching approaches will include lectures, pair work, small group work and individual research. The teaching method will be mostly student-central and activity-oriented.

#### ***Evaluation Procedure***

##### **a. Internal Evaluation**

Oral presentation/Quizzes:	15 Marks
Project work:	10 Marks
Term test:	15 Marks
	40 Marks

##### **b. External Evaluation 60 Marks**

Class Lecture = 45 hrs.

Tutorials = up to 15 hrs.

Assessment = 3 hrs.

#### ***References***

Daily English Newspapers.

Gerson, Sharon J., and Gerson, Steven M., *Technical Writing*. Pearson Education, Inc., 2000.

Hornby, A S. *Oxford Advanced Learner's Dictionary*. Oxford: OUP, 2000.

Huddleston, Rodney, and Pullum, Geoffrey K., *The Cambridge Grammar of the English Language*. Cambridge University Press, 2002.

Lesikar and Pettit, *Business Communication, Theory and Application*, Sixth Edition, AITBS Publishers and Distributors, Chapter I and VI.

MacKenzie, Ian, *English for Business Studies*. Cambridge: Cambridge University Press, 1997.

Seely, John. *The Oxford Guide to Writing and Speaking*. Oxford: OUP, 1998.

Taylor, Shirley. *Communication for Business*. Essex: Pearson Education Limited. 1999.