



**Far Western University**  
**Faculty of Management**

**Bachelor of Business Administration (BBA) Program**  
**Syllabus: First Semester**  
**(Revised: 2080)**

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**Far Western University  
Faculty of Management  
Syllabus**

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|-----------------------|------------------------------------|-----------------------|-----------------------------|
| <b>Course Title:</b>  | <b><i>Business English - I</i></b> | <b>Course Code:</b>   | <b><i>Eng 111</i></b>       |
| <b>Year:</b>          | <b><i>First</i></b>                | <b>Level:</b>         | <b><i>Undergraduate</i></b> |
| <b>Semester:</b>      | <b><i>I</i></b>                    | <b>Program:</b>       | <b><i>BBA</i></b>           |
| <b>Credits hours:</b> | <b><i>3</i></b>                    | <b>Lecture hours:</b> | <b><i>48</i></b>            |

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**Course Description**

Business English-I introduces students to business contexts, environments, communication skills, and terminologies required therein. The course gives sufficient practice to students in the basic grammar required in business settings. This practice is expected to benefit their day-to-day academic settings and the undergraduate level.

**Course Objectives**

The course aims to help students sharpen their reading and writing skills through various texts and composition exercises. Additionally, the course will introduce students to critical thinking skills and give them opportunities to practice those skills in class through various texts and tasks.

**Learning Outcomes**

After studying this course, students will be able to:

- Produce grammatically correct English in speech and in writing.
- Expose to the variety of reading texts concerned with business settings.
- Develop writing skills for academic work at the undergraduate level and give them practice in writing exercises.
- Introduce the vocabulary used in business settings.
- Develop the ability to think critically.

**Course Contents**

**Unit 1: Language Functions and Their Exponents in Context**

**LH 8**

- Idioms
- Nouns compounds and noun phrases
- Multi-word verbs
- Present and past tenses
- Voice
- Adverbs of degree
- Text reference
- Modals
- Prepositions
- Gerunds
- Conditionals
- Prediction and probability

**Unit 2: Reading and Listening**

**LH 14**

- Reading: A quiet word beats sending e-mail- Financial Times
- Listening: An interview with an expert on communication
- Reading: Diego Della Valle: Italian atmosphere is central to Tod's global expansion-Financial Times
- Listening: An interview with a professor of international marketing and the CEO of a training organization
- Reading: How East is meeting West- Business Week
- Listening: An interview with the Head of Global Corporate Responsibility of a major company

- Reading: Profile: Carlos Slim- The Telegraph
- Listening: An interview with the MD of a technology development company
- Reading: Marriot Hotels International/ KPMG- The Sunday Times
- Listening: An interview with the Director of HR at a major company
- Reading: Internationalization- risk or opportunity? - Financial Times
- Listening: An interview with the MD of the Institute of Risk Management
- Reading: Anna Wintour/ Jim Buckmaster- CBS/ Times Online
- Listening: An interview with the author of a management book
- Reading: Recipes for team building- Financial Times
- Listening: An interview with the founder of a team-building company
- Reading: No more easy money- Financial Times
- Listening: An interview with the MD of a private equity firm
- Reading: Customer service is changing the world: Up close and global- Financial Times
- Listening: An interview with the manager of a top restaurant
- Reading: How not to take care of a brand/ Expect the unexpected- Financial Times
- Listening: An interview with a professor of ethics and social responsibility
- Reading: Green targets- Corporate Knight
- Listening: An interview with the Director of an M&A research Centre

### Unit 3: Writing at Work

LH 8

- Email
- Action minutes
- Letter
- Press release/ letter
- Guidelines
- Report
- Summary

### Unit 4: Vocabulary

LH 10

- Getting familiar with and using the terminologies of everyday business situations
- Differentiate between literal and connotative meanings
- Guessing meaning in contexts
- Learning and using noun phrase, verb phrase, phrasal verbs and idioms in business communication
- Understanding the composition of words and phrases and using them correctly in class discussions, activities, assignments, and other contexts.

### Unit 5: Critical Thinking

LH 8

- Practicing and developing business skills
- Reflection on the ideas in the texts
- Connecting ideas across texts or readings
- Relating personal experience to the topic
- Evaluating experiences and events

### Basic Textbooks:

Cotton, D., Falvey, D., & Kent, S. (2011). *Upper intermediate market leader: Business English course book*. (3rd ed.). Pearson.

### References Books:

Gramer, M. F. & Ward, C. S. (2011). *Q: Skills for success level 3 (reading and writing)*. Oxford University Press. (All Units)

Hornby. A. S. (2010). *Oxford Advanced Learner's Dictionary* (8<sup>th</sup> ed.). Oxford University Press.

Lloyd, M. & Day, J. (2011). *Active grammar, Level 3*. Cambridge University Press. (Unit I)