

جامعة / أكاديمية : أكاديمية الشروق

كلية / معهد : المعهد العالي للحاسبات وتكنولوجيا المعلومات

قسم : شعبة نظم معلومات الاعمال

توصيف مقرر دراسي

1. Course data

Course code:	2203		
Course name:	Business English 2		
Year	second		
Semester	Second		
Specialization	Business Information system		
Number of units of study per week	Sections	Lectures	
	2	2	

2. Course objectives

No	Objectives
1	Understanding Business environment and differentiating between types of business firms
2	Develop basic skills to deal with people in different business situations
3	Differentiating between specialization, and division of labor and introducing Job design and redesign mechanisms
4	Providing language insight in business communication, and how to be creative in business field
5	Improving students' skills in writing and presenting business reports
6	Casing specific topics such as Marketing, HRM, Customer service excellency
7	Unveiled topics of business functions, management functions, managerial finance, accounting, Decision Making and problem solving

3- Course coverage of the intended educational outcomes of the program

<p>A - knowledge and understanding</p>	<p>A-1 Understand the language we use in business, why we use it and how you can use it to communicate. A-2 Get acquainted with the business environment, its types, and models of environmental analysis, and identify different types of business organizations A-3 Shed light on the process of administrative communications including business correspondence, and the art of writing business reports A-4 Covering major areas of business and management including management functions and business functions A-5 Covering with some details, specific topics such as Marketing, HRM, Customer service excellency, Managerial finance and Accounting</p>
<p>B- mental skills</p>	<p>B-1 Master key business English skills for expressing opinions, making suggestions, clarifying and discussing business issues B-2 Express personal opinion in business issues related to marketing, finance, HRM, accounting modern means of communication and the challenges facing modern organizations B-3 Assume solutions and results related to human resource, marketing, and financing problems, in addition to business communication difficulties</p>
<p>C-Professional and practical skills</p>	<p>C-1 Applies the terminology and business concepts of Marketing, HRM, Finance & accounting, business communication in English as needed by the labor market C-2 Conveys the work requirements of the Management functions and the general functions of the organization. c-3 improve career and educational prospects.</p>
<p>D- General skills</p>	<p>D-1 lead to greater confidence in the workplace D-2 Attain greater attention from recruiters, and open the door to a numerous of career opportunities D-3 Getting the ability to accept more responsibility at work, a promotion or title change, and /or the ability to transition into a new field</p>

4- Course Contents:

اسم الموضوعات	Lectures	Sections	No. of Hours
1. Business environment and Types of Business Organizations	2	2	4
2. Specialization, division of labor and Job design	2	2	4
3. Organizational concepts and theories	2	2	4
4. Management in contemporary era	2	2	4
5. Management functions	2	2	4
6. Marketing and the art of selling	2	2	4
7. Human Resource Management (HRM)	2	2	4
8. Decision Making & Problem-Solving techniques	2	2	4
9. Production concepts and lean Production	2	2	4
10. Communication skills and the art of writing business reports	2	2	4
11. Finance and Managerial Accounting	2	2	4
12. Customer service excellency	2	2	4

<p>1- محاضرات عملية وجهاً لوجه وعن بعد. 2- رفع محاضرات مسجلة بالصوت. 3- امتحانات في المحاضرة والسكاشن وعلى التعليم الالكتروني. 4- قاعات بحث (سكاشن للتمارين والتطبيقات) 5- التفاعل والمشاركة.</p>	<p>5- أساليب التعليم والتعلم : 6- أساليب التعليم والتعلم للطلاب ذوي القدرات المحدودة :</p>
<p>ساعات مكتبية – إرشاد أكاديمي – ملف المتعثرين وذوي الإحتياجات الخاصة- مجموعات تقوية .</p>	<p>7 – تقويم الطلاب :</p>
<p>1- واجبات منزلية وتمارين خلال الفصل الدراسي. 2- امتحانات تحريرية دورية الكترونية وتحريرية. 3- ابحاث لتقييم قدرة الطالب على التفكير والابداع. 4- امتحان نصف الفصل الدراسي. 5- امتحان نهاية الفصل الدراسي.</p>	<p>أ – الأساليب المستخدمة :</p>

الاسبوع الثامن: امتحان منتصف الفصل الدراسي الاسبوع السادس عشر: امتحان نهاية الفصل الدراسي	ب - التوقيت :
امتحان نصف العام / واجبات وتمارين وابحاث امتحان نهاية العام / الفصل الدراسي الثانى التقييمات الأخرى (حضور-مناقشة -تواصل). المجموع	ج - توزيع الدرجات :
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	8 - قائمة الكتب الدراسية والمراجع :
	أ - مذكرات :
Text Book : English One	ب - كتب ملزمة :
	ج كتب مقترحة :
	د - دوريات علمية أو نشرات.....الخ

رئيس مجلس القسم العلمي: أ.م.د/ ايمان وديع عبدالحليم

أستاذ المادة : د. احمد حامد

التاريخ: 2022/12/8

