

Course: Bachelor of Business Administration in E-Commerce

1.	Course Title	English For General Purposes	اسم المادة	
2.	Course Code	LENG1013	رمز المادة	
3.	Status	University	متطلب الجامعة	
4.	Credit Hour	3 (1+2) 1 lecture (1 hour lecture x 14 weeks) 2 tutorials (1.5 hours tutorials x 2 x 14 weeks)	عدد الساعات المعتمدة	
5.	Semester/Year	1/1	الفصل الدراسي	
6.	Prerequisites	Nil	المتطلب السابق إن وجد	
7.	Teaching method:	Distance Learning (Electronic)	طريقة التدريس	
8.	Evaluation	Assessment and Marking Percentage: Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المنتديات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائي 50 %		
9.	Lecturer	N/A		
10.	Objective of the Subject	- Introduce students to some Basic English. - Raise students’ level of proficiency in the four language skills. - Improve students’ confidence and ability as language learners. - Serve as a transitional link to higher level English.		
11.	Learning Outcomes	Upon completion of of this subject, students should be able to: - listen and speak speak with some confidence on social matters. - read with reasonable accuracy for pleasure. - communicate facts and ideas reasonably accurate through writing. - develop vocabulary that will enhance their oral and written skills and have sufficient grasp of the language to communicate what is read.		
12.	Synopsis	This is the first level English language subject, which is especially designed for undergraduates with very little English. The topics are thematically organized, task-based and student-centered. Structured speaking tasks, incorporating systematic work on reading and writing, encourage students to express themselves more appropriately. The reading and writing tasks are accompanied by model language and essential grammar for different situations. The tasks and activities are generally graded in terms of difficulty and are designed in such a way that students are gradually encouraged to be independent learners.		
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	Reading: Friends - Talking about good friends and bad friends. - Grammar Points: Yes/No questions and Wh-Questions. - Man’s best friend. - Read an interview about an unusual pet and answer questions. - Read a questionnaire about being a good friend. - Grammar Points: Present Perfect. - Informal correspondence. - Write simple social customs to a foreign friend.	3	9

		• Grammar points: Passive voice. • Online Forum.		
	Topic 2	Reading: My Daily Routine • Talking about Daily Routines. • Grammar points: Do- questions. • Reading about Schedules. • Grammar points: Adverbs of time. • Writing a study timetable. • Grammar points: Short forms. • Online Forum.	1	3

	Topic 3	Reading: Hi, how are you ! • Saying hello. • Grammar points : Greeting expressions & Subject Verb agreement. • Meeting and Greeting People. • Grammar points : Farewell expressions. • Writing Greeting Cards. • Grammar points: Greeting card common expressions. • Online Forum.	1	3
	Topic 4	Reading : Sorry I'm not in right now • Communication over the telephone. • Grammar points: Common phrases used in telephone conversation. • Taking a telephone message. • Grammar points: Direct and Reported Speech. • Leaving a voice message. • Grammar points: Abbreviations in messages. • Online Forum.	1	3
	Topic 5	Reading: Taking a break • Talking about holidays. • Grammar points: Comparatives and Superlatives. • Reading about holiday get-away. • Grammar Points : Adjectives or adjectival phrases • Writing about holidays • Grammar Points: Common Phrases in postcards • Online Forum	1	3
	Topic 6	Reading: This way, not that way.. • Asking and Giving Directions • Grammar Points: Common phrases for asking directions • Reading about directions • Grammar Points: Road directions • Written directions • Giving specific and general directions Grammar Points: Imperatives • Online Forum • Quiz	1	3
	Topic 7	Reading: This way, not that way.. • Asking and Giving Directions • Grammar Points: Common phrases for asking directions • Reading about directions • Grammar Points: Road directions • Written directions • Giving specific and general directions Grammar Points: Imperatives • Online Forum • Quiz	1	3
	Topic 8	Reading: What's a good buy? • Talking about bargai. • Grammar Points: Bargaining/ Negotiating expressions. • Reading about Shopping. • Grammar Points: Modals.	1	3

		• Cruising for shopping outlets . • Grammar points: Prepositions. • Online Forum.		
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	Topic 9	ReadingTalking about Pastimes • Grammar points: Gerunds. • Reading the Sports page. • Grammar points: Vocabulary to talk about pastimes. • Going to the movies. • Grammar points: Expressions to write a simple review. • Online Forum.	1	3
	Topic 10	Reading: Writing at the university • Types of academic essays. • Grammar points: Essay introductions and Conclusions. • Researching the topic. • Grammar points: Transition words. • Writing the academic essay . • Grammar points: Editing and Proofreading. • Online Forum.	3	9
		Total contact hours	14	42
		Equivalent lecture hours	14	28
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	Mohd Sallehudin Abd Aziz & Tan Kim Hua (2008) English For General Purposes . Al Madinah International University (Malaysia)		
15.	Additional References:	1. Hartman Pamela 2007 Quest 2 Reading & Writing . McGraw HillNew York 2. Soars, J and Soars L (1996) Headway : Intermediate , Oxford University Press		
	Other Materials:	All other materials will be available to the students online.		