

Al-Madinah International University (MEDIU)
MQA-01 Document
Area 2: Curriculum Design and Delivery-Foundation Subjects

(11) Advance Management English-LENG1053

1.	Name of Course					Advance Management English				
2.	Course Code					LENG1053				
3.	Name(s) of academic staff									
4.	Rationale for the inclusion of the course/module in the programme					A language is a systematic means of communication by the use of sounds or conventional symbols. It is the code we all use to express ourselves and communicate to others. It is a communication by word of mouth. It is the mental faculty or power of vocal communication. It is a system for communicating ideas and feelings using sounds, gestures, signs or marks. English language is one tool to establish our viewpoint. We can learn from others experience. We can check the theories of foreigners against our experience. We can reject the untenable and accept the tenable. We can also propagate our theories among the international audience and readers. English language comes to our aid in our commercial transactions throughout the globe. English is the language of the latest business management in the world. proficiency in English has brought laurels to many business managers. English is a means not only for international commerce; it has become increasingly essential for a country's inter-state commerce and communication.				
5.	Semester and Year offered					1/2				
6.	Total Student Learning Time (SLT)		Face to Face				Total Guided and Independent Learning			
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Guided = 42 Independent = 84 Total = 126			
			28	14						
7.	Credit Value					3				
8.	Prerequisite (if any)					Basic Management English				
9.	Objectives: To develop competence and fluency in written and spoken English in order to communicate effectively in a business context									

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• Critique an article well using the framework given• Design a good business plan• Communicate effectively in English• Present views and ideas effectively• Able to write clearly
11.	<p>Transferable Skills:</p> <p>The course aims to illustrate the importance of foreign language knowledge, especially English for business in building up a competitive business environment under the circumstances of the world integration and of the globalization.</p> <p>The success or the failure of a large or small and middle-sized enterprise depends, in a great extent, of how important it is nowadays to speak several foreign languages.</p> <p>Language skills are increasingly attractive to business and industry and valuable to students entering an ever more international and global workplace.</p> <p>Business English is also very important for the today's new business environment.</p>
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions• Case Studies• Student-Lecturer discussion• Collaborative and co-operative learning• Workshops and Training Seminars• Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none">• Ongoing quizzes• Midterm tests• Performance Assessment (Participation, project, Assigned exercises)• Case Presentations
13.	<p>Synopsis:</p> <p>This course will helps students to improve their command of written and spoken English, and their ability to speak in public and communicate effectively</p>
14.	<p>Mode of Delivery: Face to Face</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions

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15.	Assessment Methods and Types: The assessment for this course will be based on the following:														
Coursework		50%													
Quizzes		10%													
Assignments		10%													
Project		10%													
Mid-Semester Exam		20%													
Final Examination		50%.													
Total		100%													
16.	Mapping of the course/module to the Programme Aims The individual course is mapped to the programme aims using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).														
A1		A2		A3		A4		A5		A6					
3		3		3		3		5		5					
17.															
18.	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12			
	2	2	2	2	2	5	5	4	2	2	2	4			
WEEK		Details									SLT				
											L	T	Indep.	Total	

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	WEEK 1, 2, 3, 4	Listening & Speaking <ul style="list-style-type: none"> Sub-skills of listening for overall comprehension, main ideas, relevant and specific information from native as well as speakers of other languages. Speaking skills: speech training with correct pronunciation, enunciation and proper stress, rhythm and intonation. Making oral presentations using appropriate AVA: preparing and structuring a presentation; delivering from a written text; impromptu speaking; appropriate gestures and body language; developing a well-modulated voice; and using visual aids effectively to enhance delivery. 	8	4	24	36
	WEEK 5, 6, 7, 8, 9	Reading <ul style="list-style-type: none"> Sub skills of intensive and extensive reading – for main ideas and relevant/specific information, inferring, predicting, skimming and scanning. Critical and evaluative reading of professional reading materials. Strategies – speed-reading, chunk/cluster reading and word-attack skills. Literature in English: One novel will be studied in-depth. There will be presentations, a writing component and coursework based on the chosen text. 	10	5	30	45
	WEEK 10, 11, 12, 13, 14	Writing <ul style="list-style-type: none"> Using academic writing conventions; paraphrasing, synthesizing, quoting and citing to write critical analysis of current business issues and produce appropriate business literature. Convey meaning clearly, concisely and logically using transitional and cohesive devices, plain English and critical editing. 	10	5	30	45
		Total	28	14	84	126
19.	Main references supporting the course: Langan, John. (2005). <i>College Writing Skills</i> . New York: (Latest Edition) Mc Graw Hill, (6 th Edition)					

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	Additional references supporting the course: Leonhard, Barbara. <i>Discoveries in Academic Writing</i> . (2007) New York: Harcourt Brace
20.	Other additional information All related subject materials will be available to the students during the period of the course