



Course Specifications

Course Title:	Reading in Business
Course Code:	NAJM 166
Program:	
Department:	
College:	College of Business Administration
Institution:	Prince Sattam bin Abdulaziz University

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A. Course Identification

1. Credit hours: 5 (4, 1, 0)
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Second Semester/Level 2
4. Pre-requisites for this course (if any): NAJM 161, NAJM 162
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	72	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	72	100%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	72
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	72

B. Course Objectives and Learning Outcomes

1. Course Description

This is advanced reading course designed to familiarize the students with the basic and fundamental terms/concepts of business. The course provides subject specific readings in various areas of business such as marketing, international business, accounting, finance, and management. It also aims to enhance the vocabulary knowledge in the field of business administration. This is mainly carried out through contextual readings of excerpts from authentic texts in the field. The course also reinforces the development of the students' interaction strategies through class discussions.

2. Course Main Objective

- To explain reading skills in the context of business administration laying

- emphasis on content, vocabulary, and identifying the main ideas,
- To maximize students' ability to learn different strategies and help them acquire reading skills and methods by constant practice and drill exercises,
- To develop students' ability to analyze different situations and different points of view,
- To explain reading skill and vocabulary building strategies such as previewing, skimming and scanning,
- To prepare students to become reasonably communicative in all business contexts by means of reading different types of English content,
- To prepare students to have the necessary skills to communicate, listen, read, and evaluate their strengths and weaknesses in the process of studying about interpersonal interaction,
- To explain frequent use of e-learning and browsing websites which are related and helpful in the acquisition of reading skill,
- To illustrate and deliver presentations and to operate projector system, Smart Boards and online devices,
- To define the perception and understanding of reading as a skill, and
- To enhance mental perceptibility for reading, skimming, vocabulary building and other related activities.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Students acquire the sub-skills of reading by skimming and scanning.	K1
1.2	Students describe business terminology confidently and accurately.	K2
1.3	Students recognize the world of business concepts and gain full understanding.	K4
2	Skills :	
2.1	Students predict and interpret the topic they read about.	S2
2.2	Students are able to analyze different situations and different point of views with responsible attitude.	S4
2.3	Students compare and contrast the business terms.	S5
3	Values:	
3.1		
3.2		
3.3		

C. Course Content

No	List of Topics	Contact Hours
1	INTRODUCTION: Business Basics. What is Business? Careers in Business. Choose a Career.	14

2	THE GLOBAL MARKETPLACE: Marketing. The Four P's. The Target Market. Market Research and Product Design. International Business: Why Nations Trade.	12
3	FINANCIAL ASPECTS OF BUSINESS OPERATIONS: Accounting: An Accounting Overview. The Balance Sheet. Preparing an Income Statement. Finance: Why Finance? Acquisition of Capital.	24
4	HUMAN ASPECTS OF BUSINESS ORGANIZATIONS: Management: Management Functions. Management and Human Resources Development. Decision Making: Steps in the Decision Process.	22
5		
...	Course components (total contact hours and credits per semester	72
Total		

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Students acquire the sub-skills of reading by skimming and scanning.	Lecture Brainstorming	Assignments, Quizzes & Exam
1.2	Students describe business terminology confidently and accurately.	Tasks involving the whole class, small groups, and pairs	Assignments, Quizzes & Exam
1.3	Students recognize the world of business concepts and gain full understanding.	Lecture Use of monolingual dictionaries	Assignments, Quizzes & Exam
2.0	Skills		
2.1	Students are able to analyze different situations and different point of views with responsible attitude.	Lecture, Group Exercise	Assignments, Quizzes & Exam
2.2	Students predict and interpret the topic they read about.	Lecture Class participation and tasks involving the whole class, small groups, and pairs	Assignments, Quizzes & Exam
...			
3.0	Values		
3.1			
3.2			
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assessment task (i.e., essay, test, quizzes, group project,		

#	Assessment task*	Week Due	Percentage of Total Assessment Score
	examination, speech, oral presentation, etc.)		
2	Quiz 1	3rd Week	10%
3	Midterm Exam	5/6 ^h Week	20%
4	Quiz 2	7/8th Week	10%
5	Assignments	Discretion of the course instructor	10%
6	Final Exam		50%
7			
8			

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week).

Each and every faculty member of management department is required to assign 6 hours per week as office hours for students' consultation and guide. Students are informed in the beginning of the classes about the office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<p>List Required Textbooks</p> <p>Textbook: Marianne McDougal Arden and Barbara Tolley Dowling. (2006). <i>Business Concepts for English Practice</i>. 2nd ed. Boston: Heinle & Heinle Publishers.</p> <p>References: <i>Oxford Advanced Learner's Dictionary</i>. 8th ed. Oxford University Press.</p>
Essential References Materials	<p>2. List Essential References Materials (Journals, Reports, etc.)</p> <p><i>Management: Tasks, Responsibilities, Practices</i> by Peter F. Drucker. <i>English for Business Studies</i> by Lan Mackenzie. www.ieseinsight.com</p>

<p>Electronic Materials</p>	<p>List Electronic Materials, Web Sites, Facebook, Twitter, etc.</p> <p>Wikipedia articles on topics related to the textbook Online encyclopedias</p> <p>http://onestopenglish.com http://blackboard.com http://www.mindtools.com http://www.educationcorner.com</p>
<p>Other Learning Materials</p>	<p>4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.</p> <p>Reading unseen passages / listening to the accompanying CD with the textbook</p>

2. Facilities Required

Item	Resources
<p>Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)</p>	<p>1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)</p> <p>1. Lecture halls with seats for 35 students at the least</p> <p>2. Built-in electronic teaching stations (podiums)</p> <p>Pull-down screens</p>
<p>Technology Resources (AV, data show, Smart Board, software, etc.)</p>	<p>1. (AV, data show, Smart Board, software, etc.) Smart Board</p> <p>2. Projectors</p> <p>3. Ceiling or wall-mounted speakers</p> <p>4. Sound system with wireless microphones</p> <p>5. Wireless Internet to access online learning resources.</p> <p>Latest computers with supportive language learning software and hardware applications installed for learning and practicing reading/vocabulary related skills.</p>
<p>Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)</p>	<p>4. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)</p>

Item	Resources
	<ol style="list-style-type: none"> 1. Self-access centres equipped with: <ul style="list-style-type: none"> ● Monolingual and bilingual dictionaries ● Mini lending library ● Foreign language reading materials ● Local and international newspapers 2. Language learning studios (resource centres) equipped with: <ul style="list-style-type: none"> ● Circular tables for team-based learning, peer tutoring and group discussions with seating capacity for at least 50-60 students ● One fully equipped computer per table ● Audio-video recording and playing facility ● Reasonable collection of language learning related audio-visual materials <p>Guide-books, English newspapers and periodicals</p>

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	