

Module Title:	Business English 1
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	5 programme(s)
Teaching & Learning Strategies:	Lectures - communication of knowledge and business English practices/structures from the lecturer to the student. Problem-solving exercises - students will work individually and as part of a team to resolve various business scenarios. Class discussion/debate - students will be encouraged to actively participate in the class sessions which will develop their analytical and business communication skills. Writing and other in-class business English tasks - students will develop their written, reading, aural and spoken English skills through various in-class activities. E-learning - it is envisaged that the module will be supported with online learning materials. Self-directed independent learning - the emphasis on independent learning will develop strong and autonomous work and learning practices.
Module Aim:	This module aims at providing students with the necessary English language skills to communicate effectively in a professional/work context including the development of writing, speaking and presenting capabilities. The focus of the module is on English usage within the business environment.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Apply English structures competently within a business context.
LO2	Display practical language skills within real workplace scenarios including presentations, negotiations, telephoning, meetings and discussions.
LO3	Compose and produce effective business communications (e.g. letters, reports, emails) relevant to industry needs.
LO4	Demonstrate oral fluency in English appropriate to a business setting.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

1. Business and Commercial Language Skills (written, oral and aural)

Business English: study of the language and terminology used when studying and working within a business/commercial field in an English speaking environment. Potential topics include conducting meetings and negotiations; agreeing and disagreeing; business transactions (ordering, delivery, quotes, payment, customer service); job applications/CVs; interview techniques.

2. Grammar/Use of English

Grammar points will be studied as they arise in class but will also include simple, compound and complex sentences; question tags; structural phrases and clauses; phrasal verbs; the passive/active voice; introduction to complex tenses.

3. Specialised Business Language

Business vocabulary; business idioms; collocations; expressions; analysing newspaper/online articles and business documents, specialised texts, charts and graphs; summarising/rewriting texts and abstracting main points; writing transactional letters/emails; article and report writing.

4. Presenting Skills

Effective presentation skills for business purposes; presentation structure and organisation; audience focus; answering questions; preparation and delivery of a clear, well-organised, professional presentation in English; researching information; selecting appropriate support material.

5. Oral/aural English Skills

Role plays; advertisement analysis; debating and negotiating; speaking and listening skills.

6. Writing and Reading Skills

Reading skills/comprehension; extracting the main ideas from business-related texts; writing and reading to develop proofreading and editing skills.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	In-class assessment	1,2,3	60.00	Week 9
Oral Examination/Interview	Oral presentation of a business topic	1,2,4	40.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	5	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	5	Elective
CW_BBBUS_D	Bachelor of Business in Business	5	Elective
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	5	Elective
CW_BPMKT_D	Bachelor of Business in Marketing	5	Elective