

LANG C3309: Business English 2

IFQ Level: 7 Addule Delivered In 3 programme(s) Eaching & 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 ap and of a team to resolve various students. Class discussion/debate - students will be encouraged to actively participate in the class business English tasks - students will be encouraged to actively participate in the class business English tasks - students will be encouraged to actively participate in the class business English tasks - students will develop their intravelop their winthen, reading, aural and spoken English skills through various in-class activities. E-learning - tils envisaged that the module will be supported with online tearning and autonomous work and learning practices. Module Aim: This module focuses on English tanguage usage as applicable to the business environment including writing, adding and analysing business documents/reports or other forms of business-related report which compares an Irish company/institution/sector with one from the student's home country. exerning Outcomes Da successful completion of this module the learner should be able to: 0.01 Prepare, summarise, revise, analyse and edit business documentation, charts and/or reports. 0.22 Demonstrate proficiency in English thar seconnmended before enrolment in this module. 0.31 Develop analytical skills through the completion of a comparative business report. 0.42 Prepare, summarise, revise, analyse and edit business documentation, charts an						
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10 requirements listed	No requirements listed					



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Module Content & Assessment

Indicative Content

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

Business English: study of the language used when studying and working within a business/commercial field in an English speaking environment; development of varying communication skills and styles (written, spoken, visual etc.)

2. Specialised Business Language/Vocabulary

Business vocabulary; business idioms; collocations; expressions; analysing newspaper/online articles and business documents, specialised texts, charts and graphs; summarising/rewriting texts; editing and paraphrasing.

3. Writing, Reading and Researching Skills

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

4. Audience-Focused Communication

Tailoring 'voice', writing style or communication methods to varying business audiences and purposes, including online media; development of clear, concise and condensed writing; summarisation of key points; active voice.

5. Comparative Business Writing

Students will work on a comparative written report analysing an English-speaking company/sector/business-related topic and comparing/contrasting the chosen company/sector/business-related topic with one from the student's native country. Students will independently carry out secondary research to support their written analysis and report finalisation.

Assessment Breakdown		%	
Co	ontinuous Assessment	100.00%	

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Creation of business-related blog/discussion board/podcast/vlog etc.	1,2	40.00	Week 8
Written Report	Written report/comparative analysis on a business topic.	1,2,3	60.00	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



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Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00
Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning Time	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	6	Group Elective 1
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	6	Group Elective 1
CW_BPMKT_D	Bachelor of Business in Marketing	6	Group Elective 3