LANG H3302: Business English Project

Module Title:	Business English Project
Language of Instruction:	English

Credits:	10

NFQ Level:	7

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	Lectures; problem-solving exercises - student will work as part of a team and will work together 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 communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Directed Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.

Module Aim:	This module focuses on providing the students with the necessary skills in English to complete a business-related project which compares an Irish company/institution with one from the student's home country. The focus of the module is on English usage in the business environment.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
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	Prepare, summarise, revise, analyse and edit business documentation and reports.
LO4	Demonstrate oral fluency in English through participation in problem-solving tasks, case studies and business scenarios.
LO5	Develop analytical skills through the completion of a comparative business project.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
1. Business and Commercial Language Skills/Written & Oral Communication: Business English: a study of the language and terminology used when studying and working within a business/commercial field in an English speaking environment. The main themes covered will 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 also be studied as they arise in class but will also include: simple, compound, and complex sentences; question tags; structure phrases and clauses; phrasal verbs; the passive voice; introduction to complex tenses.
3. Specialised Business Language: Business vocabulary; business idioms; collocations; expressions; analysing newspaper articles, specialised texts, charts and graphs; summarising texts and abstracting main points; writing transactional letters; article and report writing.
4. Oral/aural English Skills: Role plays; advertisement analysis; debating and negotiating; presentation skills; listening skills.
5. Comparative Business Project: A written project of approx. 4,000 - 5,000 words minimum to be completed by the student during his/her own time. The project will be a comparative study of an English-speaking company and one from the student's native country. Students will independently carry out primary and secondary research. The project will be written in English and will be presented in both oral and written form. Those staying for one semester must complete a written project of between 2,000 – 2,500 words.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Examination	CA/Practical class work/Assessments	1,2,3,4	15.00	Sem 1 End
Examination	In-class assessment		15.00	Sem 2 End
Written Report	Comparative Business Project	1,3,5	50.00	Sem 2 End
Oral Examination/Interview	Oral Presentation of Business Project	2,4	20.00	Sem 2 End

No Project

No Practical

No End of Module Formal Examination

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Examination	In-class assessment	1,3	15.00	Sem 1 End
Examination	In-class assessment	1,3,5	15.00	Sem 2 End
Project	Comparative Business Project	1,3,5	50.00	Sem 2 End
Oral Examination/Interview	Oral presentation of project, followed by questions and answer session	1,2,4	20.00	Sem 2 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	4.00
	Total Hours	7.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
Independent Learning Time	Every Week	2.00
	Total Hours	3.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBOPT_D	Bachelor of Business with Options in Management. International Business, Supply Chain Management, Marketing, Human Resource Management	3	Elective
CW_BRLMB_B	Bachelor of Business(Honours) in Management	3	Elective