



SORBONNE
UNIVERSITY
ABU DHABI

COURSE DETAILS

Foundation year in	Records Management and Archival Science		
Course Code and Title	242520_ENGL001_2_22564 - Advanced Business English		
Degree Level and Semester	FY – S2		
Course Credit Hours	20	Lectures Tutorials and laboratory Other (indicate)	20
Prerequisites and Co-requisites (if any)			

FACULTY DETAILS

Name and Status (Professor, Associate Professor, Assistant Professor, Lecturer, Professional etc.)	Lutfiyya Mamdoor Lecturer
Institution (SUAD, Sorbonne Université, Université de Paris Cité, Other)	SUAD
Office Hours (Students are kindly asked to observe these office hours or to make an appointment for a different time)	Not applicable
Office Phone (if in UAE otherwise provide email)	Not applicable
Email	lutfiyya.mamdoor@sorbonne.ae

COURSE DELIVERY

Face to Face Delivery	Blended Learning Delivery	
	Face to Face (%)	Online (%)
	100%	

COURSE DESCRIPTION (as per Course Catalogue)

This course covers the specific rules and structures of English grammar and their application in various business contexts. The overall aim of the course is twofold: to improve grammatical accuracy across a range of simple and complex constructions; and, to adapt these structures to the demands of various related oral and written tasks using contemporary business English. The course includes a focus on integrating acquired grammatical skills into written and oral production.

This course develops reading, writing, and vocabulary skills in the business context and is intended for high intermediate level students with an interest in using their language skills in business. It is designed to prepare students to use English in a future work environment. Students will develop English-language skills with a focus on business contexts, and they will learn vocabulary that is used regularly in the business world. This course will provide ongoing oral and written practice and enrich their communication skills by using English in specific business settings and situations.

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COURSE LEARNING OUTCOMES (CLO)

Upon completion of this course, students will demonstrate their ability to:

CLO 1	Produce a well-structured and sophisticated written text with clarity and coherence.
CLO 2	Create and apply various writing methods to express ideas effectively and complexly in written form.
CLO 3	Identify and retrieve factual information from a variety of informative documents
CLO 4	Analyze and evaluate information from press and business texts, synthesizing key findings and critically assessing their validity and implications.
CLO 5	Evaluate the effectiveness of linguistic choices in achieving specific communicative goals within different contexts.

REQUIRED MATERIALS

Course Textbooks and Other Recommended Reading Materials

- David Cotton, David Falvey, Simon Kent, *Intermediate Market Leader: Business English Course Book*, Pearson Education Limited, Third Edition Extra, 2016
- The Guardian, Forbes as well as other texts from a number of reputable publications.
- Additional handouts, readings and audio/visual files will be provided by the lecturer.

Supplemental Resources Recommended

Books	Raymond Murphy, <i>English Grammar in Use</i> , Cambridge University Press, 5 th Edition, 2019
	Felicity O'Dell, Michael McCarthy. English Idioms in Use Advanced. Cambridge University Press, 2017.
	Felicity O'Dell, Michael McCarthy. English Phrasal Verbs in Use Advanced. Cambridge University Press, 2017.
Websites	<p>Resources for English as a Second Language</p> <p>BBC English: https://www.bbc.co.uk/learningenglish/</p> <p>English Language Learners <i>The New York Times</i>: https://www.nytimes.com/spotlight/learning-lessons-ell</p> <p>Resources for English Writing and Grammar Skills</p> <p>Purdue University Owl Writing Lab: https://owl.purdue.edu/owl/purdue_owl.html</p> <p>The Writing Center – University of North Carolina at Chapel Hill: https://writingcenter.unc.edu/tips-and-tools/</p> <p>Writing Advice – Yale University: https://poorvucenter.yale.edu/undergraduates/writing-advice</p>

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Resources for General Academic Skills	
Journal Articles	University of Nottingham: https://www.nottingham.ac.uk/studyingeffectively/reading/index.aspx
	Not applicable

Equipment Students May Require during the Course

Notebook and pen

Laptop or tablet (for some class activities and assignments)

TEACHING METHODOLOGIES

The method of delivery of this course will be as follows.

	Lectures	Tutorials	Labs	Discussion and Debate Forums	Non-lecture Sessions			
					Project work	Presentations	Field Trips	Other*
Select with X		X						
Indicate No. of Hours		20						
*Indicate								

COURSE ASSESSMENT

Student Evaluation Plan

Each student's final grade will be calculated based on the following components and weights.

Assessment Modalities	Option 1 CA + FA		Option 2	Option 3
	CA %	FA %	CA only %	FA only %
	50	50	NA	NA

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CA Table

Types of assignment*	CLO being Measured	Assessment description	Due Date	Weightage of each CC assessment as % of the total CC grade
Quiz / In-class test	1, 2, 3	The quiz will cover content from the first 4 classes and include multiple choice questions, short answer formats, writing, and/or reading/listening comprehension.	25 February 2025	25%
Mid-term exam / In-class test	1, 3, 4, 5	The exam will cover content from the first 6 classes and include multiple choice questions, short answer formats, writing, and/or reading/listening comprehension.	22 April 2025	50%
Case study / In-class assessment	2, 3, 4, 5	The instructor will share a business case study with students to read and analyze. Then students will answer specific questions about the case.	29 April 2025	25%

FA Table

Types of assignment*	CLO being measured	Assessment description	Due Date	Weightage
Final exam	1, 2, 3, 4, 5	Summative written assessment of the course content. This is a 2-hour written assessment.	May-June 2025 final exam week	50%

TEACHING SCHEDULE

Session	Date	Topic	Assessment	
			Description (as above)	Date
1	21 January 2025	Introduction to the course Unit 1: Brands Discussion: Talk about your favourite brands Listening: Listen to answer, compare and discuss the appealing and persuasive nature of brands.		
2	28 January 2025	Unit 1: Brands Reading: Building luxury brands – Financial Times Language work: Words that go with brand, product, and market; present simple and present continuous		

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3	4 February 2025	Case study: Hudson Corporation Writing: E-mail Unit 2: Travel Discussion: Talk about your travel experiences		
4	11 February 2025	Unit 2: <i>Travel</i> Reading: What business travellers want – Financial Times Language work: British and American travel words; talking about the future		
5	18 February 2025	Case study: Business Travel Services Writing: E-mail Unit 3: Change Reading: Mercedes, shining star – Financial Times Language work: Words for describing change; past simple and present perfect		
6	25 February 2025		Quiz	25 February 2025
7	8 April 2025	Case study: Acquiring Asia entertainment Unit 5: <i>Advertising</i> Reading: A new kind of campaign – Financial Times Language work: Words and expressions for talking about advertising Articles		
8	15 April 2025	Unit 5: <i>Advertising</i> Skills: Starting and structuring a presentation Case study: Alpha Advertising: Develop an advertising campaign Writing: Summary		
9	22 April 2025		Mid-term exam	22 April 2025

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10	29 April 2025	Unit 6: Money Reading: An inspirational story – Sunday Times Language work: Words and expressions for talking about finance Describing trends	Case study final course assessment	29 April 2025
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CRITERIA FOR BACHELOR LEVEL ASSESSMENT

Element	Measures of levels of achievement	Criteria	Value
Ideas and content	Demonstrates a clear understanding of the approach chosen for the project/ paper. Articulates the strengths and limitations of this approach. Provides evidence of the review of the works of theorists who use this evaluative approach. Shows this theorist's thinking about how assessment should be done and its purposes.	Little evidence	0-9 Failure
		Basic level	10-11 Fair
		Achieved	12-15 Quite Good-Good
		Very Good/Excellent	16-20 Very Good/Excellent”
Creativity	Develops an improvement plan for SUAD that applies the new knowledge. Combines concepts and research with newly created data to make observations, discuss implications, develop generalizations and draw conclusions.	Little evidence	0-9 Failure
		Basic level	10-11 Fair
		Achieved	12-15 Quite Good-Good
		Very Good/Excellent	16-20 Very Good/Excellent
Sources	Demonstrates that source information collected for all media (graphics, facts and quotes). Documents all media sources using required documentation protocols.	Little evidence	0-9 Failure
		Basic level	10-11 Fair
		Achieved	12-15 Quite good - Good
Presentation	Produces an error-free, well-organised document with a clear narrative structure. Uses a writing style that enhances content and ideas providing insight and provoking discussion.	Very Good/Excellent	16-20 Very Good/Excellent
		Little evidence	0-9 Failure
		Basic level	10-11 Fair
		Achieved	12-15 Quite good - Good
		Very Good/Excellent	16-20 “Very Good/Excellent

POLICY ON ATTENDANCE AND PARTICIPATION

University policy is that students are to attend all classes and to arrive on time. Students are expected to actively participate in class discussions, in-group activities. There is an expectation that students will support each other and demonstrate teamwork in this learning community.

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In case of absence, students are requested to justify each absence within three days following the student's return to classes.

Students who have been excessively absent (more than 20% of a course) may not be permitted to sit the final exam. In that event, all continuous assessment grades will be cancelled, and the student will have to sit the catch-up session (if any) unless the student compensates without taking the catch-up session examination. In the eventuality a course is evaluated through continuous assessment only, the student will have to repeat the course the next year, unless the compensation occurs, as per the rules of the program.

In the case that the student misses an assessment because of an absence, the student may be allowed to make-up the assessment. The instructor in charge of the class will then decide if and how the assessment can be retaken. This applies only to continuous assessments. In the event a student misses an exam, no make-up will be organized beside the normal catch-up session, even if the absence is justified.

It is the responsibility of the student to make suitable arrangements with instructors with regards to missed course work. An exceptional scheme can be applied for undergraduate students who cannot attend classes due to employment or for medical reasons, subject to the acceptance of their request by the Head of the Academic department and the Deputy Vice Chancellor for Academic Affairs.

SUAD GRADING SYSTEM

University course work is measured in terms of quantity and quality. The number of credits is a measure of quantity while the grade is the measure of quality.

French system		American system				British system	
Mentions	Notes	Letter Grade	Numerical	GPA	Mentions	Numerical	Classification
Tres Bien *	20	A+	95-100	4	Excellent	70-100	First Class Honours
	19	A+		4	Excellent		
	18	A+		4	Excellent		
	17	A+		3.9	Excellent		
	16	A+		3.8	Excellent		
Bien *	15	A		3.7	Excellent		
Assez Bien *	14	A	90-94	3.6	Excellent	60-69	First Division Second Class Honours (2.1)
	13	B+	85-89	3.5	Good		
	12	B+		3.4	Good		
Passable	11	B	80-84	3	Satisfactory	55-59	Second Division Second Class Honours (2.2)
	10.5	B-		2.8			
	10.01	C+	75-79	2.5		40-49.9	
	10	C		2	Pass	Third Class	
	9	C-	69-74	1.9	Poor		
	8	D		1.7	Poor		

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Ajourné	7	D	64-68	1.4	Poor	36-39.9	Pass/Fail
	6	D		1.2	Poor		
	5	D			Very poor		
	4	D			Very poor		
	3	D	60-63	1	Very poor	0-35.9	
	2	D			Very poor		
	1	D			Very poor		
	0	F	0-59	0	Very poor		

POLICY OF ASSIGNMENTS

University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

ACADEMIC MISCONDUCT

Academic misconduct includes:

- a) cheating (using unauthorized materials, information, or study aids in any academic exercise, plagiarism, falsification of records, unauthorized possession of examinations, intimidation, any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement)
- b) assisting others in any such act; or
- c) attempts to engage in such act.

Academic misconduct will not be tolerated and will be severely penalized (see the Student Code of Conduct).

Course Instructor Name	Lutfiyya Mamdooh
HoD Name	Dr. Yann Rodier
HoD Approval Date	