Course outline

**LEVEL 5**

**Course description**

Level 5 Business English is a course for third year Bachelor students.

It includes five units. In this course, students expand their e-commerce knowledge and develop their studying abilities to explore tricky aspects

such as : IT solutions, online marketing, online payments and online security.

In addition to these units , a series of grammar consolidation exercises and a list of research topics for class presentation are included.

Besides class work, there are homework activities and classroom presentations as mini- projects assigned to encourage students to develop communication abilities.

Course outline

**UNIT 1**. IT in business

**Lesson 1.**

**Section1.**Reading comprehension: Read to learn about the main concepts related to the use of IT in business and their implications.

**Section2.** Video-based listening comprehension .Listen to understand the use and importance of IT in business for innovation

**Lesson 2.**

**Section1** .Language focus: Review and practise using modals

**Section 2.** Writing : -use models to write emails to clients and suppliers. (order-request- inquiry-thanking-complaint- apology -)

**UNIT 2**. Implementation of IT Solutions

**Lesson 1.**

**Section1** Reading comprehension: Read to understand the importance of system integration for the success of e-commerce

**Section2** Video-based listening comprehension. Listen to identify the features of a complete IT solution for a small business.

**Lesson 2.**

**Section1 Language Focus** .Practise with adjective/adverb, verb/ noun derivation.

**Section 2**. **Writing** - make a professional profile of a company employee

**UNIT 3.** . Online Marketing

**Lesson 1.**

**Section1** Reading comprehension . Read about online marketing strategies and understand different pricing models in online marketing.

**Section2** Video-based listening comprehension. Listen to learn about online forms of advertising.

**Lesson 2.**

**Section1** Language focus :Review and use in context Past tenses: simple past, past progressive, past perfect

Section 2. writing . -Write an advertising copy following models

# UNIT 4. . Online Payments

**Lesson 1.**

**Section1** Reading comprehension. Identify the different payment types in e-commerce.

**Section2** Video-based listening comprehension. Listen and learn about the main players in the process of an online payment

**Lesson 2**.

**Section1. language focus.** Practise with structures to express cause –effect relationships

**Section 2. writing.** Write a descriptive paragraph using information provided

**UNIT 5**.  Online Security

**Lesson 1.**

**Section1** Reading comprehension. Read about the main risks and understand the importance of data security in online business.

**Section2 .** Video-based listening comprehension. Listen to identify and understand the main security threats and online attacks .

**Lesson 2**.

**Section1 . language focus.** Countable and uncountable nouns

**Section 2**. writing. Write for a professional purpose ( reservation).