



סילבוס הקורס: אנגלית עסקית בדגש על כתיבה- קורס תוכן באנגלית

שם מרצה: גב' אן הריס

שם קורס באנגלית: Business English

מחלקה/תכנית: מנהל עסקים;

נקודות זכות: 2 סמסטר: א

שנת לימוד: תשפ"ו מספר קורס: 10-3000048-1

סוג קורס: שיעור

1. פרטי התקשרות מרצה/ים:

Ann Harris

annonaddison@gmail.com

Office hours: Upon request

2. פרטי התקשרות מתרגל/ת:

N/A

3. דרישות קדם:

English exemption (ptor) level

4. נושאי הקורס:

The course topics relate to a variety of business-related subjects, focusing on typical business correspondence text types, formats, related rhetorical styles as well as various language (grammar and vocabulary) points. All materials are topic based (business) and all writing tasks aim to be authentic and action-oriented.

5. תפוקות הלמידה:

• Will be able to understand the general meaning of [routine] and non-routine business (correspondence (B2-Adapted).

• Will be able to understand the general meaning of a [business] report [and correspondence] (even if the topic is not predictable (B2-Adapted).



- Will be able to write routine and non-routine business correspondence, restricted to matters of fact (B2)
- Will be able to write a simple report [or business correspondence] of a factual nature and (begin to evaluate, advise, etc. (B2-Adapted
- (Will be able to deal with routine requests for goods and services (C1
- Will be able to write most letters [business correspondence] they are likely to be asked to ((C1-Adapted
- Will be able to, when preparing a more formal written text, consciously adopt the conventions linked to the particular type of text concerned (structure, level of formality and other (conventions) (C1
- .Will be able to use a variety of digital supportive technologies for writing
- .Will be able to express themselves using business-related language and vocabulary

6. מטלות הקורס:

- Writing Tasks throughout the course - 45%. Notes: Many writing tasks are done in-class in 8-10 pairs and expected to be submitted on Moodle by the end of the lesson. Individual instructor assessment and feedback is usually given before the next lesson
- Language Tasks throughout the course - 25%. Notes: Tasks (on the Moodle course site) 15-20 which help prepare for the coming lesson and review various language skills – mostly computer assessed
- Final Summing Up Task - 30%. Notes: During the final lesson – individual work – 2 language tasks and 1 writing task

7. ביבליוגרפיה:

Preparatory materials appear on the Moodle course site, usually in Moodle Quiz tasks, and include a variety of instructor prepared materials and instructional videos. All of these tasks are required, and completion of the task receives a grade.

8. מבנה הקורס:

The objective of the Business English Writing course is to develop the skills and strategies necessary to independently deal with basic written business correspondence. The course takes a process approach to writing in which students learn to pre-write, draft, revise, and refine their writing. It aims to develop awareness of the stages of writing as well as critical writing skills, which can be applied in professional domains. Since the course builds writing skills, and tasks build on previous tasks, all writing assignments are due on time and **late assignments are not accepted**.

This course integrates the use of AI tools while preserving the authenticity and intellectual integrity of students' work. This involves educating students about AI basics, fostering critical thinking, establishing usage guidelines, highlighting AI as a complement and not a replacement, and facilitating review and reflection.

All course materials are available on the Moodle course site. The course will utilize Google drive so a current Gmail account is recommended. In addition, students may be required to use a variety of digital tools and apps, some of which may require signing up (free).

9. פירוט תוכן השיעורים:

למידה עצמית (א-סינכרוני)	הערות	נושא	שבוע / מפגש / תאריך
	In-class tasks and homework on the Moodle course site	Making First Impressions	Week 1 - On Campus
	In-class tasks and homework on the Moodle course site	Web Pages: About Us	Week 2 - On Campus
	In-class tasks and homework on the Moodle course site	Email: Making Inquiries	Week 3 - On Campus



	In-class tasks and homework on the Moodle course site	Email: Replying to Inquiries	Week 4 - On Campus
	In-class tasks and homework on the Moodle course site	Email: Orders and Payments	Week 5 - On Zoom
	In-class tasks and homework on the Moodle course site	Memos: Human Resources	Week 6 - On Zoom
	In-class tasks and homework on the Moodle course site	Job Application Cover Letter	Week 7 - On Zoom
	In-class tasks and homework on the Moodle course site	Formal Business Letters: Making Complaints	Week 8 - On Zoom
	In-class tasks and homework on the Moodle course site	Formal Business Letters: Addressing Complaints	Week 9 - On Zoom
	In-class tasks and homework on the Moodle course site	Using AI for Revision	Week 10 - On Zoom
	In-class tasks and homework on the Moodle course site	Using Bullet Points for Business Writing	Week 11 - On Campus
	In-class tasks and homework on the Moodle course site	Summing Up	Week 12 - On Campus
	Completed in class	Final Summative Tasks	Week 13 - On Campus



* ניתן לשינוי

10. הערות נוספות:

- 80% attendance is required.
- Frontal course, active learning, taught in English.
- Some topics may be subject to change.