

التوصيف بالمقياس

عنوان الماستر: إدارة أعمال

السداسي: الاول

اسم الوحدة: وحدة تعليم افقية

اسم المادة: لغة اجنبية متخصصة 01

الرصيد: 01

المعامل: 01

نمط التعليم: حضوري وعن بعد

تعريف بالأستاذ

الاسم واللقب : خطاب رانية

البريد الإلكتروني: Raniakhattab311@gmail.com

اهداف التعليم :

The program is designed for students majoring in Economics, Commerce, Management, Accounting and Finance who wish to improve their language skills in specific contexts. It focuses on providing students with a good mastery of the English language along developing solid competencies in the above-mentioned fields of expertise. The lessons cover a wide range of topics in each specialty.

المعارف المسبقة المطلوبة :

Students must have successfully completed the lessons of S1, S2, S3, S4, S5 and S6. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

محتوى المادة :

- Business Correspondence
- Strategic management and competitiveness
- Business Organizational Behavior
- Organization culture - Organization structure
- Knowledge management
- Fundamentals of International Business Management
 - The Japanese, German and American Model of management
- Logistics and supply-chain management
- E-business Management

طريقة التقييم :100%تقييم مستمر

- Burns, P. (2016). Entrepreneurship and small business: start-up, growth and maturity. Bloomsbury Publishing.
- Collins, K. (2012). An introduction to business. Creative Commons by-nc-sa, 3.
- Cotton, D., Falvey, D., & Kent, S. (2011). Upper-Intermediate Market Leader. Business English Course Book.(third edition). Harlow, England: Pearson Longman.
- D. Baker and R. Clark (2011). Oxford English for Careers: Finance. Oxford University Press.
- Helm, S., Cotton, D., Falvey, D., & Kent, S. (2010). Market leader. Accounting and finance: business English. Pearson Longman.
- MacKenzie, I. (2010). English for Business Studies Student's Book: A Course for Business Studies and Economics Students. Cambridge University Press.
- Marks, J. (2007). Banking and Finance. A & C Black Publishers. Second Edition
- . - McLaney, E. (2005). Business finance: theory and practice. Pearson education.
- Simon Sweeney. (2019). English for Business Communication. Cambridge University Press.
- Simon Sweeny. (2002). Professional English: Management. Pearson Longman.