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الجمهوريــة اليمنــية وزارة التعليم العالـي والبحث العلمي مجلس الاعتمـاد وضمان جـودة التعليم العالـي

# إنجليزي توظيفية

## **Template for Course Specification**

I. Course Identification and General Information					ormation:
Course Title:	Functional English				
Course Code and Number:					
	theory	seminar	practice	training	Total
Credit Hours:	3				42
Level & Semester:		Level Tw	o / Second	Semester	
Pre-requisites (if any):	None				
Co-requisites (if any):	None				
Program in which this course is offered:	BA in English Language and Literature				
Language of teaching the course:	English				
Location of teaching the course:	Faculty of Arts & Humanities				
Prepared by:	Dr. Khaled Al-Ahdal				
Date of Approval:			2020		

#### **II. Course Description:**

This course is intended to provide students with knowledge and skills required for personnel working in an environment where English language is used for business purposes. To achieve this goal, the course will expose students to different types of official documents, such as business letters, CVs, cover letters, requesting-a-service letters, ordering-supplies letters, etc. In addition, the course aims to familiarize students with illocutionary acts like how to argue effectively in favour of or against a point of view, how to disagree with politeness, how to introduce themselves and/or other people to a gathering, and how to best acquit themselves in telephone conversations and e-mail messages.

عمید الکلیة أ.م.د. عبدالملك محمد عیسی

نائب العميد لشئون الجودة د. حسين أحمد الورد رئيس القسد

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IV Alignment of Course Intended Learning Outgo	amag (CII Og)taDuaguam Intended I cauning
IV. Alignment of Course Intended Learning Outco	
	Outcomes (PILOs)
PILOs	CILOs
(A) Knowledge & Und	lerstanding:
Upon the completion of the BA program, students are	Upon the completion of this course, students
expected to be able to:	are expected to be able to:
A1: show knowledge and understanding of different	a1- recognize the terms related to business
linguistic and literary theories and schools of thought	correspondence;
in English and American linguistics/ literature;	•
<b>A2:</b> express a knowledge of social values and traditions	a2- list the basic elements (i.e. opening,
common in other cultures;	focus, close, etc.) of the format of
	business letters;
<b>A3:</b> show a solid background of various communication	a3- describe the different types of business
skills, be it reading, writing, speaking, or translation	letters;
skills;	
<b>A4:</b> show knowledge and understanding of modern	a4- recognize proper word usages;
research tools and methods, including the	
employment of technology;	
(B) Intellectual	Skills
<b>B1:</b> distinguish different literary forms and currents as	b1- choose the terms common business
well as their distinct characteristics;	correspondence;
<b>B2:</b> evaluate linguistic and culture phenomena and	b2- differentiate between the basic elements
suggest explanations for them;	of the format of business letters;
<b>B3:</b> compare different literary, linguistic and translation	b3- identify the different types of business
theories and strategies;	letters;
<b>B4:</b> distinguish different language skills in terms of	b4- integrate proper word usages;
reading, writing, and speaking and listening;	
(C) Professional & Pra	actical Skills
C1: employ theories, terms and concepts common in	c1- use correctly the terms common in
literature, linguistic and translation;	business correspondence;
C2: employ different language skills in order to read	c2- organize the elements of the format of
and write different texts in English and translate them	business letters in an appropriate manner;
for English into Arabic and vice versa;	
C3: use research tools and methods to collect research	c3- compose different types of business
data, analyze them, and present them in a	letters;
scientifically appropriate manner;	
C4: make use of basic technological applications to	c4- communicate effectively in business
facilitate learning and research process;	English;
(D) Transferrable	e Skills
<b>D1:</b> make use of the linguistic and cultural knowledge	d1- communicate with the marketing field
acquired in order to interact efficiently and	using business terms;
عميد لشنون الجودة عميد الكلية	
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د. حسين أحمد الورد

أ.م.د. عبدالملك محد عيسى

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appropriately with people from different cultures;	
<b>D2:</b> manage time, work under pressure, and involve in	d2- carry a task within a limited time;
team activities;	
<b>D3:</b> pursue knowledge to improve self-learning;	
<b>D4:</b> involve creatively in social and academic activities;	

V Alignm	nent of Course Intended Lea	erning Outcomes (CII Os)			
(A) Alignment of Course Intended Learning Outcomes of Knowledge and Understanding to					
Teaching Strategies and Assessment Strategies:					
CILOs	<b>Teaching Strategies</b>	Assessment Strategies			
a1-recognize the terms related to business	- Lecture	-In-class activities			
correspondence;	- Group discussion	- Midterm & final exams			
		-Home assignments			
a2- list the basic elements (i.e. opening,	- Lecture	- In-class activities			
focus, close, etc.) of the format of business	- Group discussion	- Midterm & final exams			
letters;		- Home assignments			
a3- describe the different types of business	- Lectures	- In-class activities			
letters;	- Group discussion	- Midterm & final exams			
		- Home assignments			
a4- take account of proper word usages;	- Lectures	- In-class activities			
	- Group discussion	- Midterm & final exams			
		- Home assignments			
(B) Alignment of Course Intended Learning	Outcomes of Intellectual Ski	ills to Teaching Strategies			
	and A	Assessment Strategies:			
CILOs	T				
CILOS	Teaching Strategies	<b>Assessment Strategies</b>			
b1- choose the terms common business	- Lectures	Assessment Strategies - Midterm & final exams			
b1- choose the terms common business correspondence	- Lectures - Group work	- Midterm & final exams - Assignments			
b1- choose the terms common business	- Lectures	- Midterm & final exams			
b1- choose the terms common business correspondence	- Lectures - Group work	- Midterm & final exams - Assignments - Midterm & final exams - Assignments			
b1- choose the terms common business correspondence b2- differentiate between the basic elements	- Lectures - Group work - Lectures	- Midterm & final exams - Assignments - Midterm & final exams			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters;	- Lectures - Group work - Lectures - Pair Discussion	- Midterm & final exams - Assignments - Midterm & final exams - Assignments			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business	- Lectures - Group work - Lectures - Pair Discussion - Lectures	- Midterm & final exams - Assignments - Midterm & final exams - Assignments - Midterm & final exams			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters;	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work	- Midterm & final exams - Assignments - Midterm & final exams - Assignments - Midterm & final exams - Assignments			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters;	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work - Lectures - Pair work	- Midterm & final exams - Assignments - Assignments			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters; b4- recognize proper word usages;	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work - Lectures - Pair work	- Midterm & final exams - Assignments and Practical Skills to the			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters; b4- recognize proper word usages;	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work - Lectures - Pair work g Outcomes of Professional	- Midterm & final exams - Assignments and Practical Skills to the			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters; b4- recognize proper word usages;  (C) Alignment of Course Intended Learning  CILOS	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work - Lectures - Pair work Goutcomes of Professional and A	- Midterm & final exams - Assignments and Practical Skills to the assessment Strategies:  Assessment Strategies			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters; b4- recognize proper word usages;  (C) Alignment of Course Intended Learning	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work - Lectures - Pair work  - Lectures - Pair work  Goutcomes of Professional at Teaching Strategies	- Midterm & final exams - Assignments and Practical Skills to the			
b1- choose the terms common business correspondence b2- differentiate between the basic elements of the format of business letters; b3- identify the different types of business letters; b4- recognize proper word usages;  (C) Alignment of Course Intended Learning  CILOs  c1- use correctly the terms common in	- Lectures - Group work - Lectures - Pair Discussion - Lectures - Pair work - Lectures - Pair work - Lectures - Pair work  Goutcomes of Professional at Teaching Strategies - Class Discussion	- Midterm & final exams - Assignments and Practical Skills to the assessment Strategies:  Assessment Strategies - Assignment			

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رئيس الجامعة أ.د. القاسم محمد عباس عميد مركز التطوير الأكاديمي وضمن الجودة أ.م.د. هدى العماد

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		- Midterm & final exams
c3- compose different types of business	- Class Discussion	- Assignment
letters;	- Peer reviewing	- Midterm & final exams
c4- communicate effectively in business	- Class Discussion	- Assignment
English;	- Peer reviewing	- Midterm & final exams
(D) Alignment of Course Intended	<b>Learning Outcomes of Trans</b>	ferable Skills to Teaching
		0
	Strategies and A	Assessment Strategies:
CILOs	Strategies and A	· ·
CILOs  d1- communicate with the marketing field		Assessment Strategies:
	Teaching Strategies	Assessment Strategies: Assessment Strategies
d1- communicate with the marketing field	Teaching Strategies - Brainstorm & outlining	Assessment Strategies: Assessment Strategies - Assignment

	VI. Course Content:						
			1-Th	eoretica	l Aspect:		
Order	Units/Topics	Sub-Topics	Number of Weeks	Cont act Hour s	Learning Outcomes		
1	Introduction	<ul> <li>Definition of business correspondence</li> <li>Terms of business letters</li> <li>Types of business letters</li> </ul>	first	3	a1,a2,a3,a4,b1		
2	Writing CVs/Resume	<ul><li>Resume Writing Process</li><li>Parts of a Resume</li><li>Resume Organization</li></ul>	Second	3	a2,a4,b1,c1,c4		
3	Writing a Cover Letter	- Cover Letter Writing Proses - Parts of Cover Letter	Third	3	a1,a4,b1,c2,d1		
4	Replying to a Job  Applicant	- Interoffice letters - Reply 1: Acknowledging Receipt of an Application - Reply 2: requesting an Interview -Reply 3: Rejecting an Applicant	fourth	3	a3,a4,b2,b3,c4		
5	Requesting a Service	- The reason for using letter - Writing Process of 'Requesting a Service' letter - Parts of 'Requesting a Service' letter - Confirming a service	Fifth	3	a3,a4,b2,c4,d1		
6	Ordering Supplies	- Use of this letter	Sixth	3	a3,a4,b2,c4,d2		

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		-Writing Process of 'Orde	ring				
		Supplies' letter					
		- Parts of 'Ordering Supplies'					
		letter					
		- Confirming an O	rder				
7	Midterm Exam	Midterm E	xam	Sev	enth	3	a1 : d2
8	Requesting	- Reason for using le				3	a3,a4,b2,c4,d2
	Information	-Writing Process of 'Reques					
	momunon	Information' let		eig	ghth		
		- Parts of 'Reques					
		Information' let					
9		- Use of this le					a4,b3,c4,d2
	Providing	- Writing Process of that le				3	
		- Parts of 'Providing Informat		Ni	inth		
	Information	let	ter				
10	Writing Claim	- Use of this le	etter			3	
	Letters	- Writing Process of 'Cla	aim'	Tandh			a1,a4,b1,c2,d1
	Letters	let		Tenth			a1,a4,01,c2,d1
		- Parts of 'Claim' le					
11	Writing	- Use of this le				3	a1,a4,b1,c2,d1
	Adjustment	- Writing Process of 'Adjustm		Flo	venth		
		let		Ele	venui		
	Letters	- Parts of Adjustment' le	etter				
12	Communicating	- Illocutionary	Act			3	a4,b2,c2,c3,d
	Verbally	- Social Interaction		f337	elfth		
	Verbarry	Communicati		LW			
		- Communicating through E					
13	Review	- Review of Difficult To				3	All
		- Drawing the Light onto		Thir	teenth		
		Most Important & Critic					
14	Final Exam	Elemei Final E		Four	teenth	3	All
						42.	
	Number of weeks	and Contact Hours per Semes	ter:	-	14	42	
				2. 1	Practica	l Aspe	ect (if any):
Order	Task	as/Experiments	Nu	mber	Conta	ct	Learning
			of V	Weeks	Hour	s	Outcomes
N	umber of Wooks & (	Contact Hours per Semester:					_
17	uniber of vicens &	contact from a per semester.		_		-	-

1	JTT	Tea	china	Stra	tegies	of the	Course
	/ III.	1 54	CHILLY	$\mathbf{S}$	TEN IES	OI LIIE	COULSE

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- Lectures
- Pair work
- Discussions Collaborative learning
- Brainstorm & outlining

	VIII. Activities/Assignments							
No.	Activities/Assignment	Aligned CILOs	Week Due	Mark				
1	Attendance and Participation	a1 : d2	1-14	10				
2	Assignments	a1 : d2	1 + 4 + 7 + 10 + 12	10				

IX. Schedule of Assessment Task for Students During the Semester:						
No	o Assessment Method Week Due Mark		Proportion of	Aligned		
•				Final Assessment	CILOs	
1	Assignments	1+4+7+10+12	10	10%	a1 : d2	
2	Attendance & Participation	1-14	10	10%	a1 : d2	
3	Midterm	7	10	10%	a1 : d2	
4	Written final exam	14	70	70%	a1 : d2	
	Total Mark		100	100%		

### **X.** Learning Resources:

 $(author-year\ of\ publication-title-edition-place\ of\ publication-publisher)$ 

A. Required Textbook(s) (maximum two):

1- Lougheed, Lin (2003): Business Correspondence A Guide to Everyday Writing- Second

Edition. Longman: United State of America

B: Essential References:

1-

C. Electronic Materials and Websites:

1. http://news.bbc.co.uk/2/hi/business/default.stm

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C. Supplementary Materials:

#### **XI. Course Policies:**

1. Class Attendance: Students are required to attend every class session in its entirety. If you are sick or have to be excused from class due to illness or other extenuating circumstances, please inform me, with a legitimate reason, in writing before or immediately after your absence. Otherwise, all absences and late arrivals or early departures will have a significant impact on the student's class participation grade.

You must attend 80% of classes in order to have the right to receive a grade, which means that you are allowed a maximum of four absences during the fall semester. Five absences will result in an "F" regardless of your progress. The professor has the right to make an exception to the 80% attendance policy based on the student's situation and only if the student has requested the exception in writing.

Absence, however, does not constitute as an excuse for not completing assignments or keeping yourself updated. You are responsible for all the class work and handing in papers on-time in spite of your absence.

2. Tardy:

- 1. All students are expected to conduct themselves in a professional manner. Unprofessional behavior such as, but not limited to, repeated disruption of class (including habitually walking in after class has started), sleeping in class, doing other course work in class, reading a newspaper in class, a ringing cell phone, frequent side conversations with other students and/or rudeness toward any person will be considered a serious violation of this standard and will lower your grade accordingly. Please be sure to turn off your cell phone before the start of class.
- 2. Attention to detail entails being prepared for class. This would include, but is not limited to; having a pencil/pen, note pad, calculator; reading and following the course syllabus, etc. All students are expected to conduct themselves in a professional manner. Unprofessional behavior such as, but not limited to, repeated disruption of class (including habitually walking in after class has started), sleeping in class, doing other course work in class, reading a newspaper in class, a ringing cell phone, frequent side conversations with other students

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and/or rudeness toward any person will be considered a serious violation of this standard and
will lower your grade accordingly. Please be sure to turn off your cell phone before the start of
class.
3. Attention to detail entails being prepared for class. This would include, but is not limited to;
having a pencil/pen, note pad, calculator; reading and following the course syllabus, etc.
Exam Attendance/Punctuality:
As per university council decision, a student is eligible for a Test, Midterm or Final
examination make-up if and only if he/she had the following incidents:
1. Sickness; proved by hospitalization report; that is; a discharge summary is necessary.
2. Death in the family proved by a death certificate or equivalent & personal identification.
3. Accidents proved by an expert report.
4. Military/Official engagement.
Assignments/Projects:
Homework should be clearly presented i.e.:
1. It should be written on A4 paper.
2. It should include a title page (Course Name, Semester, Date, Name).
3. Your instructor will ask you to submit your homework online or as a hard copy. In the latter
case, it should be stapled together.
<b>Cheating</b> : is strictly prohibited behavior.
University regulations will be pursued and enforced on any cheating student
Plagiarism: is defined as "copying or stealing someone else's words or ideas and claiming or
presenting them as if they were your own."
University regulations will be pursued and enforced on any plagiarism attempt.
Other Policies:

{END}

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Sana'a University Faculty of Arts and Humanities Department of English and Literature

# **Template for Course Specification:**

		I. Information	on about Course Lecturer
Name:			<b>Office Hours:</b> 3/weekly
	Place and phone number	De	pt. of English (
	e-mail:		

	II. Course Identification and General Information:				
Course Title:	Functional English				
Course Code and Number:					
	theory	seminar	practice	training	Total
Credit Hours:	3				42
Level & Semester:	Level Two / Second Semester				
Pre-requisites (if any):	None				
Co-requisites (if any):	None				
Program in which this course is offered:	BA in English Language and Literature				
Language of teaching the course:	English				
Location of teaching the course:	Faculty of Arts & Humanities				
Prepared by:	Dr. Khaled Al-Ahdal				
Date of Approval:	2020				

**III. Course Description:** 

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This course is intended to provide students with knowledge and skills required for personnel working in an environment where English language is used for business purposes. To achieve this goal, the course will expose students to different types of official documents, such as business letters, CVs, cover letters, requesting-a-service letters, ordering-supplies letters, etc. In addition, the course aims to familiarize students with illocutionary acts like how to argue effectively in favour of or against a point of view, how to disagree with politeness, how to introduce themselves and/or other people to a gathering, and how to best acquit themselves in telephone conversations and e-mail messages.

### V. Learning Outcomes

a1- recognize the terms related to business correspondence;

a2- list the basic elements (i.e. opening, focus, close, etc.) of the format of business letters;

a3- describe the different types of business letters;

a4- recognize proper word usages;

b1- choose the terms common business correspondence;

b2- differentiate between the basic elements of the format of business letters;

b3- identify the different types of business letters;

b4- integrate proper word usages;

c1- use correctly the terms common in business correspondence;

c2- organize the elements of the format of business letters in an appropriate manner;

c3- compose different types of business letters;

c4- communicate effectively in business English;

d1- communicate with the marketing field using business terms;

d2- carry a task within a limited time;

	VI. Course Content:				
	1-Theoretical Aspect:				
Order	Units/Topics	Sub-Topics	Number of Weeks	Cont act Hour s	Learning Outcomes
1	Introduction	<ul> <li>Definition of business correspondence</li> <li>Terms of business letters</li> <li>Types of business letters</li> </ul>	first	3	a1,a2,a3,a4,b1
2	Writing CVs/Resume	<ul><li>Resume Writing Process</li><li>Parts of a Resume</li><li>Resume Organization</li></ul>	Second	3	a2,a4,b1,c1,c4
3	Writing a Cover Letter	- Cover Letter Writing Proses - Parts of Cover Letter	Third	3	a1,a4,b1,c2,d1

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	Number of Weeks	and Contact Hours per Semester:	14	42	
14	Final Exam	Final Exam	Fourteenth	3	all
13	Review	<ul> <li>Review of Difficult Topics</li> <li>Drawing the Light onto the Most Important &amp; Critical Elements</li> </ul>	Thirteenth	3	all
12	Communicating Verbally	<ul> <li>Illocutionary Act</li> <li>Social Interaction &amp; Communication</li> <li>Communicating through Email</li> </ul>	twelfth	3	a4,b2,c2,c3,d
11	Writing Adjustment Letters	- Use of this letter - Writing Process of 'Adjustment' letter - Parts of Adjustment' letter	Eleventh	3	a1,a4,b1,c2,d1
10	Writing Claim Letters	- Use of this letter - Writing Process of 'Claim' letter - Parts of 'Claim' letter	Tenth	3	a1,a4,b1,c2,d1
9	Providing Information	- Use of this letter - Writing Process of that letter - Parts of 'Providing Information' letter	Ninth	3	a4,b3,c4,d2
8	Requesting Information	- Reason for using letter -Writing Process of 'Requesting Information' letter - Parts of 'Requesting Information' letter	eighth	3	a3,a4,b2,c4,d2
7	Midterm Exam	Midterm Exam	Seventh	3	a1 : d2
		-Writing Process of 'Ordering Supplies' letter - Parts of 'Ordering Supplies' letter - Confirming an Order	Sixth		
6	Ordering Supplies	- Parts of 'Requesting a Service' letter - Confirming a service - Use of this letter	Fifth	3	a3,a4,b2,c4,d2
5	Requesting a Service	- The reason for using letter - Writing Process of 'Requesting a Service' letter	771.01	3	a3,a4,b2,c4,d1
		Receipt of an Application - Reply 2: requesting an Interview -Reply 3: Rejecting an Applicant	fourth		
4	Replying to a Job  Applicant	- Interoffice letters - Reply 1: Acknowledging		3	a3,a4,b2,b3,c4

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		2. Practical Aspect (if any):			
Order	Tasks/Experiments	Number of Weeks	Contact Hours	Learning Outcomes	
Number of Weeks & Contact Hours per Semester:		_	-	-	

### VII. Teaching Strategies of the Course

- Lectures
- Pair work
- Discussions Collaborative learning
- Brainstorm & outlining

	VIII. Activities/Assignment			
No.	Activities/Assignment	Aligned CILOs	Week Due	Mark
1	Attendance and Participation	a1 : d2	1-14	10
2	Assignments	a1 : d2	1 + 4 + 7 + 10 + 12	10

IX. Schedule of Assessment Task for Students During the Semester:					
No	<b>Assessment Method</b>	Week Due	Mark Proportion of		Aligned
•				Final Assessment	CILOs
1	Assignments	1 + 4 + 7 + 10 + 12	10	10%	a1:d2
2	Attendance & Participation	1-14	10	10%	a1 : d2
3	Midterm	7	10	10%	a1 : d2
4	Written final exam	14	70	70%	a1:d2
	Total Mark		100	100%	

	X. Learning Resources:
	A. Required Textbook(s) (maximum two):
*	

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رئيس الجامعة أ.د. القاسم محد عباس عميد مركز التطوير الأكاديمي وضمن الجودة أ.م.د. هدى العماد

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	1- Lougheed, Lin (2003): Business Correspondence A Guide to Everyday Writing- Second
	Edition. Longman: United State of America
	B: Essential References:
	1-
	C. Electronic Materials and Websites (if any):
1.	http://news.bbc.co.uk/2/hi/business/default.stm

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