

CONCEPT NOTE

DEPARTMENT OF ENGLISH LANGUAGE TEACHING (DELT)

**Faculty of Arts
University of Colombo**

Certificate in Business English

CBE

1. Introduction

Department of English Language Teaching seeks the permission of the Senate Faculty Board of the Faculty of Arts, University of Colombo to offer a Certificate Course in Business English.

The course is expected to commence in December 2022.

2. The Need

English is currently regarded as the language of business. In order to achieve professional success, those working in business contexts must be able to communicate effectively in English. This course aims to provide participants with essential English language skills so that they can strengthen their oral and written communication skills in a variety of business contexts and express themselves in English with greater fluency, accuracy and confidence.

3. Objectives

The objectives of this Certificate Course are as follows:

At the end of this course, participants will be able to:

- write standard business letters and emails in English on business related topics and CVs.
- communicate effectively in practical, business oriented situations.
- prepare and deliver short presentations in English on business related topics.
- have a working knowledge of business expressions and basic English grammar.

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4. **Target Groups**

School leavers, individuals who wish to expand their career prospects, state and private sector employees who need support for career advancement and anyone interested in improving their competence in English language in order to be more successful in a business environment.

5. **Admission Requirements**

To be admitted as a student of this course, a candidate should possess any one of the following qualifications:

a) Grade NINE school leaving certificate

OR

b) Completion of primary education and certified work experience equivalent to a minimum of two years

AND

c) be at least 16 years of age

AND

d) Receiving a score between 21 percent and 50 percent in the selection test

6. **Medium of Instruction:** English

7. **Course Fee:** Rs.25,000

8. **Course Duration:** 04 months [64 contact hours]

9. **Teaching Methodology:** Lectures, discussions, self-study, pair work, group work

10. **Evaluation**

- Individual written assignment: Business letter (15%)
- Individual oral assignment: Presentation (15%)
- Individual listening assignment (10%)
- Final examination (60%)

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| Range of Marks | Grade |
|-----------------------|--------------|
| 80% + | A+ |
| 75% -79% | A |
| 70%- 74% | A- |
| 65% -69% | B+ |
| 60% -64% | B |
| 55%-59% | B- |
| 50% -54% | C+ |
| 45% -49% | C* |
| 40% -44% | C- (fail) |
| 35%-39% | D+ (fail) |
| 30% - 34% | D (fail) |
| 0% -29% | E (fail) |

Notes: i. * - *minimum performance for a pass.*

The achievement structure will be as follows:

45% -69% of total marks - Pass

70% -79% of total marks - Merit Pass

80% - of total marks or above - Distinction Pass

A candidate shall present himself/herself for the final examination of the course leading to the Certificate on the first occasion on which the examination is held after the completion of the relevant course modules taken by that candidate. If he or she has been prevented from sitting the examination due to illness or any other reasonable cause, the department may permit him/her to sit on a subsequent occasion. In such cases where permission has been obtained, a candidate shall have two years respectively to complete the requirements for the award of the advanced certificate without penalty.

A student shall be deemed to have sat the first scheduled examination irrespective of the fact whether it has been actually sat or not, except in the case where the department is satisfied that he or she has been prevented from sitting the examination due to illness or any other reasonable cause.

A candidate is deemed to have failed a particular assessment if he or she has scored less than 50% for that assessment. Candidates must repeat all assessments so failed and obtain a score of 50% or above.

A candidate who fails to pass an assessment in the first attempt shall be eligible to repeat this assessment within a maximum of two other subsequent occasions. Attendance will not be considered for the 2nd or 3rd attempt. Participants may carry the assignment marks to the repeated attempts. The pass mark will remain the same as described above. However, such a repeat candidate will not be eligible for Merit or Distinction Pass, although he/she might have secured the necessary marks.

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A candidate who is unable to sit for the Course-End Examination due to medical reasons or any other valid reason which is/are acceptable to the department should support with necessary supporting documents to prove his/her case within 1 month of the examination. Such examination will not be considered as an attempt against the respective candidate. Nevertheless, such a candidate should sit for the course end examination at the subsequent attempt when it is held.

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|---|---|-----------------------------------|----------------------------------|
| | | | |
| Course Title | Certificate in Business English (CBE) | | |
| Course Code | | Theory hours | 64 |
| No. of Credits | | Practical hours | |
| | | Tutorial hours | |
| Pre-requisites | Students need to have scored between 21% and 50% in the selection test conducted by the DELT. | Independent learning hours | |
| | | Assessment | |
| | | Total | |
| Course Type | Certificate Course | | |
| | | | |
| Course Description | | | |
| This course is intended for preliminary level students interested in using English in business who want to develop communication skills in a business context. Participants will acquire an understanding of vocabulary development for basic business situations and related syntactical structures through role-playing, group discussions, and oral presentations. The aim of this course is to provide language instruction and training in business correspondence, formal presentations, informal networking and business vocabulary. | | | |
| Learning outcomes | | | |
| On completion of this course, students will be able to: | | | |
| <ol style="list-style-type: none"> 1. write standard business letters and emails in English on business related topics and CVs. 2. communicate effectively in practical, business oriented situations. 3. prepare and deliver short presentations in English on business related topics. 4. have a working knowledge of business expressions and basic English grammar. | | | |
| Course contents | | | Aligned Learning Outcomes |
| <ol style="list-style-type: none"> 1. Business and you <ul style="list-style-type: none"> ● Talking about everyday work activities ● Exchanging basic personal and professional details | | | 2, 4 |

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| | | |
|---|---|---------------|
| 2. | Business organization | |
| ● | Describing the company | 2, 4 |
| ● | Talking about duties and responsibilities | |
| ● | Giving directions | |
| 3. | The business manager | |
| ● | Discussing travel arrangements | 2, 4 |
| ● | Describing people | |
| ● | Working with numbers | |
| 4. | Business language | |
| ● | Talking about business | 2, 4 |
| 5. | Business communication | |
| ● | Delivering a formal presentation | 3 |
| ● | Designing visual aids | |
| ● | Talking about meetings | |
| ● | Describing trends | |
| 6. | Business writing | |
| ● | Writing simple and responding to simple official letters and emails | 1, 4 |
| ● | Filling formal applications | |
| ● | Writing a basic CV | |
| 7. | Business functions | |
| ● | Explaining different business functions | 2, 4 |
| 8. | General business | |
| ● | Discussing a variety of business-related issues | 2, 4 |
| Methods of teaching and learning | | |
| Lectures, discussions, self-study, pair work, group work | | |
| Assessment methods | | |
| Assessment Method | | Weight |
| Individual written assignment: Business letter | | 15% |
| Individual oral assignment: Presentation | | 15% |
| Individual listening assignment | | 10% |
| Final examination | | 60% |
| Prescribed Text(s): | | |
| Core reading: | | |
| Flinders, S. (2002). <i>Test Your Professional English Business: General</i> . Harlow, United Kingdom: Pearson Education Limited. | | |
| Recommended reading: | | |
| The graduate attributes incorporated into this unit are: | | |

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| Unit Code | Ability to communicate | Ability to work in teams | Critical appraisal skills | Ability to generate ideas | Cross-cultural outlook |
|---|--|---|---|--|---|
| | Students will present information and ideas in oral and written forms of the language. | Students will exercise team responsibility and leadership through hands-on participation. | Students are expected to use critical appraisal skills in their written and oral communication. | Students will be encouraged to share their ideas and opinions. | Students are expected to develop the skills and attitudes to understand and successfully interact with people from different environments and cultures. |
| The subject-specific attributes: | | | | | |
| Ability to <ul style="list-style-type: none"> • use English for professional purposes. | | | | | |