



SYLLABUS

Specialized foreign language 02 (English)

Field: Economic Sciences, Commercial Sciences, and Management Sciences

Branch: Economic Sciences

Specialty: Master 1- Economics and management of institutions

Semester: second semester

Academic year: 2023/2024

Identification of the teaching subject

Entitled: Specialized foreign language 02

Teaching unit: Horizontal/ TS 2.1

Number of credits:1

Coefficient: 1

Total number of hours per week: 1.30 hours online

Responsible for teaching subject

First name, Last name, Grade: Dr Almi Hassiba Assistant Professor « B »

Office location (Block, Office): Department of Economics

Email: hassibali090@gmail.com

Phone (Optional):/

Time and place of the course: Monday (from 17h00 to 18:30)

E-Learning training platform: <https://elearning-facsceg.univ-annaba.dz/course/view.php?id=573>

Description of the teaching subject

Prerequisite: Students must have completed the Licence lessons. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance, and improved their verbal communication skills. The Master 1 program consists of two semesters with 24 seminars. Each seminar is 1h30 and aims to prepare students for various professions in companies with a strong specialization in this field.

The general objective of this subject: Learning Objectives Upon successful completion of this course, students should be able to:

Learning Objectives:

- ✓ Read, understand, analyse authentic material (texts referring to finance and economics) with teaching focused on the development of language skills for particular purposes
- ✓ Become familiar with finance and economics vocabulary and possess the relevant skills to communicate effectively in professional settings, deliver presentations, and participate in international conferences and events.
- ✓ Develop independent learning strategies.

Content of the teaching subject

Chapter One: Digital Economy and Digital Divide

Chapter Two: e-commerce and e-government

Chapter Three: green economy and sustainable development

Chapter Four: Green Marketing

Chapter Five: Digital Marketing

Chapter Six: What is Intellectual Capital?

Chapter Seven: Talent Management

Chapter Eight: insurance and reinsurance

Chapter Nine: Takaful Insurance

Chapter Ten: entrepreneurship and Start-ups in Algeria (concept and context of origin, characteristics, what distinguishes a start-up from a traditional enterprise, requirements for success and obstacles, presentation of national and international start-up experiences)

Chapter Eleven: APA and IMRAD

Evaluation methods

Continuous evaluation

References & Bibliography

- Simon Sweeney, *Test your Professional English- Management*, Pearson Education Limited. Second Edition, 2002.
- Simon Sweeney (2019). *English for Business Communication*. Cambridge University Press, Second Edition.
- Ian Mackenzie (2010). *English for Business Studies: A Course for Business Studies and Economic Studies*. Cambridge University Press, 3rd Edition.
- Unknown (2005). *Intelligent Business Course book: Intermediate Business English*. Pearson Longman.
- Ian Mackenzie (2008). *English for the Financial Sector*. Cambridge University Press.
- Business English pods
- J. Schofield and A. Osborn (2011). *Collins English for Business: Speaking*. Harper Collins Publishers.
- Littlejohn (2008). *Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes*. Cambridge University Press, 4th Edition.
- Bill Mascull (2010). *Business Vocabulary in Use: Advanced*. Cambridge University Press, 2nd Edition.
- Handouts with texts and exercises to do.
- Mackenzie, I. (2006). *Professional English in Use-Finance*. Cambridge: CUP.
- Mascull, B. (2005). *Business Vocabulary in Use- Upper intermediate*. Cambridge: CUP.
- Pratten, J. (2009). *Absolute Financial English*. Malta: Melita Press.
- Sweeney, S. (1997). *English for business communication*. Cambridge: CUP.
- Alison Mackey, *Conversational interaction in second language acquisition : a collection of empirical studies*, Oxford University Press, 2007
- 1James O'Driscoll, *Britain Workbook : for learners of English*, Oxford University Press, 2009.
- 2Ur, Penny, *A Course In Language Teaching : practice and theory*, Cambridge University Press (Cambridge), 1991.
- Simon Sweeney (2019). *English for Business Communication*. Cambridge University Press, Second Edition.
- Ian Mackenzie (2010). *English for Business Studies: A Course for Business Studies and Economic Studies*. Cambridge University Press, 3rd Edition.
- Unknown (2005). *Intelligent Business Course book: Intermediate Business English*. Pearson Longman.
- Ian Mackenzie (2008). *English for the Financial Sector*. Cambridge University Press.
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- J. Schofield and A. Osborn (2011). *Collins English for Business: Speaking*. Harper Collins Publishers.
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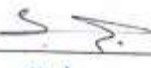
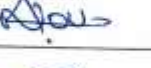
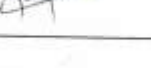
Planning of the courses

Week	Course	Date
1	Presentation of the syllabus	
2	Digital Economy and Digital Divide	
3	e-commerce and e-government	
4	green economy and sustainable development	
5	Green Marketing	
6	Digital Marketing	
7	What is Intellectual Capital?	
8	Talent Management	
9	insurance and reinsurance and Takaful Insurance	
10	entrepreneurship and Start-ups in Algeria and Labeling	
11	APA and IMRAD	
12	Semester-end exam	

Dr. Almi HASSIBA

Signature
 الاستاذة المساعدة
 (الدراسة: علمية علمي)
Dr.ALMI Hassiba

We, the students of Master 1 "economic sciences" Economics and management of institutions, semester 2 (2023/2024), attest that we have consulted the syllabus for the teaching subject "English" and that we have been informed about the evaluation methods.

N	Family Name	First Name	Signature
	Derbol	mohamed Najim	
	Sifet Nam	Nour el Houck	
	maouadi	Acrouak	
	AB; Di	Aya	
	Necke	Wissen	
	Sadaoui	insaf Lina	
	Laathi	Aya	
	Immouni	nour El houck	
	LABED	Rayane	
	Raddad	Nour Aene	
	Guemoud	Mouna	
	Agoune	Soraya	
	NASRI	Haithem	
	Zadad	Louise	
	OUSSAMA	BENGEDDOU	
	ASSOUS	Medjedmedine	
	khoulali ABD eslem	ABD eslem	
	goufendi	akram	
	Zoghmani	Parime	

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