Basic Information of the Module

Module: English language

Target category: 1st Master Economics & Management of Enterprise

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Follow-up methods: evaluation, research....

Education type: face 2 face+Online

Date of availability on the platform: 09/02/2025



Education goals:

- Understand and analyse any document dealing with the fields of study.
- Develop critical thinking skills related to analysis and decision making.
- Develop written skills in business contexts.
- Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.

-Develop greater verbal fluency for face-to-face business situations.

Prior Knowledge:

- 1. Students must have successfully completed the lessons of S1, S2, S3, S4 and S5. They should
- 2. have developed a strong understanding of the basic concepts related to their fields of expertise,
- 3. namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.
- 4. Master 1 program consists of two semesters with 24 seminars, each seminar is 1h30to prepare
- 5. students for various professions in companies with a strong specialization in this field.

Module Axes

- 1. Business Correspondence
- 2. Banking depth and Economic growth
- 3. Financial audit
- 4. International finance
- 5. Financial econometrics
- 6. public company transactions
- 7. Stock Market Strategies
- 8. Bank Management
- 9. Islamic finance
- 10. Public accounting
- 11. Marketing Strategies for Banking and Finance
- 12. Job interviews

References

- 1. Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.
- 2. Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.

- 3. Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.
- 4. Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.
- 5. Business English pods
- 6. J. Schofied and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.
- 7. A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.