

BUSINESS ENGLISH PROGRAM

I. INFORMATION

LEVEL: High School

AREA: Business English

GRADE: 1BGU

YEAR: 2021-2022

Student's Exit Profile:

The business and management course is designed to develop an understanding of business theory, as well as an ability to apply business principles, practices and skills. As a course it aims to encourage a holistic view of the world of business by promoting an awareness of social, cultural and ethical factors in the actions of organizations and individuals in those organizations.

Developing international mindedness and an awareness of different cultural perspectives is at the heart of the course enabling students to think critically and appreciate the nature and significance of change in a local, regional and global context.

II. CONTENT:

Overview Unit	DATE
BLOCK 1. Introduction to the subject: Understanding basic business terminology, concepts, principles and theories	May-June
BLOCK 2. Making business decisions by identifying the issue(s), selecting and interpreting data, applying appropriate tools and techniques, and recommending suitable solutions	June-July
BLOCK 3. Analyzing and evaluate the external environment and business decisions using a variety of sources.	August-September
BLOCK 4. Evaluating business strategies in terms of growth and evolution and/or practices showing evidence of critical thinking.	October – November
BLOCK 5. Applying skills and knowledge learned in the subject to real business situations in the operations management context	November – December
BLOCK 6. Communicating business decisions in the operations management context.	January – February