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| Course Title | Business Communication in English | | | | |
| Course Code | ENB230 | | | | |
| Course Type | Compulsory | | | | |
| Level | Bachelor (1 st Cycle) | | | | |
| Year / Semester | 1 st Year / 2 nd Semester of above | | | | |
| Teacher's Name | TBA | | | | |
| ECTS | 6 | Lectures / week | 3 hours/14 weeks | Laboratories / week | None |
| Course Purpose and Objectives | <p>The aim of the course is to help business students transition from academic to professional/business writing. The course focuses on the practice and study of selected types of discourse employed in professional business situations and helps prepare students for different kinds of communication they will encounter in their professional lives. The course equips students to utilize various strategies and organizational techniques in the writing process in a business context and to develop collaborative communication and writing skills on business topics.</p> | | | | |
| Learning Outcomes | <p>By the end of this course, students are expected to be able to:</p> <ul style="list-style-type: none"> • Demonstrate the use of proficient use of English at a C1/C2 CEFR level • Adapt language to specific readers and select the most effective words for use in business communication, and employ unity and clarity in sentence, paragraph and document production • Compose documents using the process-based approach or writing phases (pre-writing, writing and revising) in a business/professional context • Use language skills to allow for appropriate emphasis of content and produce messages (with a positive, negative or persuasive intent) that have a positive effect on human relations (achieve goodwill) and achieve a specific communication purpose • Present information in the various written forms (letters, emails, memoranda, text messages social media and reports) and respond positively to the developments in business technology facilitating new communication formats | | | | |

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| | <ul style="list-style-type: none"> Organize a formal presentation for a specific audience and employ public-speaking techniques for effective presentation in a business context. | | |
| Prerequisites | ENB220 | Co-requisites | None |
| Course Content | <p>Fundamentals of Business Writing</p> <p>Students learn to adapt their language to specific readers and to select the most effective words for use in business communication through the following:</p> <ul style="list-style-type: none"> Adaptation and Selection of Words Construction of Clear Sentences and Paragraphs Writing for Effect <p>Business Correspondence</p> <p>Basic patterns of routine business correspondence (letters, email, faxes text messaging and social media) are explored through model messages, authentic material and learning generated writing pieces including the following:</p> <p>Basic Patterns of Routine Letters</p> <ul style="list-style-type: none"> Answering Routine Letters Indirectness for Bad News and Persuasion <p>Employment Communication</p> <p>A range of employment documents will be covered including:</p> <ul style="list-style-type: none"> Curriculum Vitae (CV)/ Résumé Writing Application Letter Follow-up Correspondence <p>Fundamentals of Report Writing and Business Presentations</p> <p>The range of business reports from informal to formal, internal to external will be discussed</p> <ul style="list-style-type: none"> Basics of Report Writing Short Reports Longer Reports Business Presentations <p>Recent developments and contemporary issues pertaining to the subject-matter of the course are discussed.</p> | | |
| Teaching Methodology | Face-to-face | | |

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| Bibliography | <p>Required Textbook:</p> <p>Rentz, K. and Lentz, P. <i>Lesikar's Basic Business Communication</i>, (13th edition) McGraw-Hill, 2014</p> <p>Recommended Reading:</p> <p>Locker, K and Kaczmarek, S. <i>Business Communication: Building Critical Skills</i>. (6th edition) McGraw-Hill, 2014</p> | | | | | | | | | | |
| Assessment | <table border="1" data-bbox="1081 531 1308 720"> <tr> <td data-bbox="548 531 1081 569">Final Examination</td> <td data-bbox="1081 531 1308 569">30%</td> </tr> <tr> <td data-bbox="548 569 1081 606">Assignment Portfolio</td> <td data-bbox="1081 569 1308 606">40%</td> </tr> <tr> <td data-bbox="548 606 1081 644">Report Writing/Presentation</td> <td data-bbox="1081 606 1308 644">20%</td> </tr> <tr> <td data-bbox="548 644 1081 682">Class Participation and Attendance</td> <td data-bbox="1081 644 1308 682">10%</td> </tr> <tr> <td data-bbox="548 682 1081 720"></td> <td data-bbox="1081 682 1308 720">100%</td> </tr> </table> | Final Examination | 30% | Assignment Portfolio | 40% | Report Writing/Presentation | 20% | Class Participation and Attendance | 10% | | 100% |
| Final Examination | 30% | | | | | | | | | | |
| Assignment Portfolio | 40% | | | | | | | | | | |
| Report Writing/Presentation | 20% | | | | | | | | | | |
| Class Participation and Attendance | 10% | | | | | | | | | | |
| | 100% | | | | | | | | | | |
| Language | English | | | | | | | | | | |