

Course Title	Writing for Business Studies				
Course Code	ENB220				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year/2 nd Semester				
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 students of the School of Business develop the academic and professional writing skills necessary to be successful in their future coursework and in their future workplace. The course uses a process-based approach to writing that blends both traditional organization and terminology with current findings in composition to help Business students utilize various strategies and organizational techniques. Emphasis is placed on business topics and situations to meet needs of the business school curriculum and skill set development for futures studies or employment.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate the ability to use Business English at a B2+C1 CEFR (advanced) level. • Analyze and evaluate audience/purpose/situation as they apply to business writing contexts. • Apply the steps of the writing process to generate ideas, focus, support, draft, revise and edit one's writing. • Use a thesis statement, topic sentences and specific support for the academic essay and other forms of business rhetoric; write effective introductions and conclusions. • Recognize and use various patterns (rhetorical modes) and evaluate one's writing for unity, coherence and support. • Apply the writing process to the development of a research paper on a business topic; summarizing, paraphrasing, quoting and documenting sources. • Conduct primary and secondary research relevant to topic; integrate appropriate sources using the HARVARD referencing style. 				

Prerequisites	ENB102 or Placement Test (Satisfactory Test results i.e. 85%)	Co-requisites	None
Course Content	<p>Essay Writing:</p> <p>Students become acquainted with the proper form and steps for presenting their ideas and are introduced to methods of analysis. These methods involve essay organization processes and may include the following patterns:</p> <ol style="list-style-type: none"> 1. Cause and Effect 2. Comparison and Contrast 3. Definition 4. Division and Classification 5. Process and Analysis 6. Exemplification <p>Conducting Research and Documenting Sources:</p> <p>Students learn to critically investigate and incorporate a variety of research sources including using the library's electronic databases. To aid in the recognition and avoidance of plagiarism, students develop skills in summary and paraphrase writing with referencing of original sources. In-text referencing and the compilation of a list of references are discussed and practiced.</p> <p>Writing from Research:</p> <p>Students are introduced to research paper writing on business related topics. They are required to submit a research paper which must be based on thorough collection of data relating to their topic as well as on careful documentation of their sources.</p> <p>All the above writing exercises are approached from different bases for evaluating essay writing such as unity, support, coherence and sentence skills.</p>		
Teaching Methodology	Face-to-Face		
Bibliography	EUC ENB220 Course Handbook.		

	<p>Langan, J. and Albright, Z.: College Writing Skills with Readings, Latest Edition, McGraw-Hill.</p> <p>Redman, P. and Maples, W.: Good Essay Writing, Latest Edition, Sage.</p>										
<p>Assessment</p>	<table border="1" data-bbox="457 474 1224 785"> <tr> <td data-bbox="457 474 1008 537">Examinations</td> <td data-bbox="1008 474 1224 537">30%</td> </tr> <tr> <td data-bbox="457 537 1008 600">Essay Writing</td> <td data-bbox="1008 537 1224 600">30%</td> </tr> <tr> <td data-bbox="457 600 1008 663">Assignments</td> <td data-bbox="1008 600 1224 663">30%</td> </tr> <tr> <td data-bbox="457 663 1008 726">Class Participation and Attendance</td> <td data-bbox="1008 663 1224 726">10%</td> </tr> <tr> <td data-bbox="457 726 1008 785">Total</td> <td data-bbox="1008 726 1224 785">100%</td> </tr> </table>	Examinations	30%	Essay Writing	30%	Assignments	30%	Class Participation and Attendance	10%	Total	100%
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<p>Language</p>	<p>English</p>										