

Course Title	Writing for Business Studies				
Course Code	ENB220				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	1st year/1st semester or 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 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 				

	<ul style="list-style-type: none"> • Conduct primary and secondary research relevant to topic; integrate appropriate sources using the HARVARD referencing style 		
Prerequisites	ENL102 or Placement Test	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> <p>Recent developments and contemporary issues pertaining to the business sector are utilized throughout the course.</p>		
Teaching Methodology	Face-to-face		
Bibliography	Required textbook: EUC ENB220 Course Handbook		

	<p>Recommended reading:</p> <ul style="list-style-type: none"> • John Langan and Zoe Albright, College Writing Skills with Readings. (Latest Edition) McGraw-Hill. • Peter Redman and Wendy Maples, Good Essay Writing. (Latest Edition) Sage. 										
Assessment	<table> <tr> <td>Final Examination</td> <td>30%</td> </tr> <tr> <td>Essay Writing</td> <td>30%</td> </tr> <tr> <td>Research Skills Assignments</td> <td>30%</td> </tr> <tr> <td>Attendance/Participation</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Final Examination	30%	Essay Writing	30%	Research Skills Assignments	30%	Attendance/Participation	10%	Total	100%
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Language	English										