

Course Unit Title:	Business Communication in English
Course Unit Code:	ENB225
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1st cycle)
Year of Study:	Second semester and above
Semester when the unit is delivered:	6 or up
Number of ECTS credits allocated:	5
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should 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 and reports) and respond positively to the developments in business technology facilitating new communication formats • Organize a formal presentation for a specific audience and employ public-speaking techniques for effective presentation in a business context. 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	ENB193 AND ONE OF THE FOLLOWING: BUS101, MAR101, MGT101, or HOM110
Recommended optional program components:	None

Course Content/Objective:

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.

Description:**Fundamentals of Business Writing**

Students learn to adapt their language to specific readers and to select the most effective words for use in business communication through the following:

- Adaptation and Selection of Words
- Construction of Clear Sentences and Paragraphs
- Writing for Effect

Business Correspondence

Basic patterns of routine business correspondence (traditional letters, email, faxes and text messaging) are explored through model messages, authentic material and learning generated writing pieces including the following:

- Basic Patterns of Routine Letters
- Answering Routine Letters
- Indirectness for Bad News and Persuasion

Employment Communication

A range of employment documents will be covered including:

- Curriculum Vitae (CV)/ Résumé Writing
- Application Letter
- Follow-up Correspondence

Fundamentals of Report Writing and Business Presentations

The range of business reports from informal to formal, internal to external will be discussed.

- Basics of Report Writing
- Short Reports
- Longer Reports
- Business Presentations

Recent developments and contemporary issues pertaining to the subject-matter of the course are discussed.

**Recommended
or**

Lesikar, R. and Flatley, M.: *Basic Business Communication* McGraw-Hill, Latest electronic edition

required reading:	<p>Locker,K: <i>Business & Administrative Communication</i> McGraw-Hill, Latest edition</p> <p>Bovee, Thill and Schatzman: <i>Business Communication Essentials</i> Prentice Hall, Latest edition</p>										
Planned learning activities and teaching methods:	<table border="1" style="width: 100%;"> <tr> <td style="width: 60%;">Class Instruction</td> <td style="width: 40%; text-align: center;">42 Hours</td> </tr> <tr> <td>Consultation</td> <td style="text-align: center;">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
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Language of Instruction:	English										
Work Placement(s):	No										
Place of Teaching:	<p>Regular Classroom</p> <p>European University Cyprus, Nicosia</p>										