

Course Title	Business Communication in English				
Course Code	ENB230				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	3 <sup>rd</sup> Year/1 <sup>st</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	N/A
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>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate the use of proficient use of English at a C1/C2 CEFR level.</li> <li>• 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.</li> <li>• Compose documents using the process-based approach or writing phases (pre-writing, writing and revising) in a business/professional context.</li> <li>• 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.</li> <li>• 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.</li> </ul>				

	<ul style="list-style-type: none"> <li>Organize a formal presentation for a specific audience and employ public-speaking techniques for effective presentation in a business context.</li> </ul>		
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> <p>Adaptation and Selection of Words</p> <p>Construction of Clear Sentences and Paragraphs</p> <p>Writing for Effect</p> <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> <p>Answering Routine Letters</p> <p>Indirectness for Bad News and Persuasion</p> <p>Employment Communication:</p> <p>A range of employment documents will be covered including:</p> <p>Curriculum Vitae (CV)/ Résumé Writing</p> <p>Application Letter</p> <p>Follow-up Correspondence</p> <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> <p>Basics of Report Writing</p> <p>Short Reports</p>		

	<p>Longer Reports</p> <p>Business Presentations</p>										
Teaching Methodology	Face-to-Face										
Bibliography	<p>Rentz, K. and Lentz, P.: Lesikar's Basic Business Communication, Latest Edition, McGraw-Hill.</p> <p>Locker, K. and Kaczmarek, S.: Business Communication: Building Critical Skills, Latest Edition, McGraw-Hill.</p>										
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>30%</td> </tr> <tr> <td>Assignments portfolio</td> <td>40%</td> </tr> <tr> <td>Report Writing/Presentation</td> <td>20%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Examinations	30%	Assignments portfolio	40%	Report Writing/Presentation	20%	Class Participation and Attendance	10%	Total	100%
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