Course Unit Title:	Business English
Course Unit Code:	ENG205
Type of Course Unit: (Compulsory/Optional)	Elective
Level of Course Unit: (first, second or third cycle)	Bachelor (1st cycle)
Year of Study:	2,3 or 4
Semester when the unit is delivered:	4 and up
Number of ECTS credits allocated:	5
Name of lecturer(s):	TBA

Learning Outcomes of the course unit:

Upon successful completion of this course students should be able to:

- Identify the formal and informal communication networks in the business organization and recognize the essential function of communication in management.

- 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:	Distance Learning
Prerequisites and co-requisites:	ENG103, BUS101, MAR101, MGT101, or HOM110
Recommended optional program components:	None

Course Contents:
Objective:
The aim of the course is to help business students communicate successfully through sound and honest written and oral business messages. Moreover, students are equipped with the necessary skills to cope with business topics both in the oral and the written sector.

Description:
I. 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:

A. Adaptation and Selection of Words

1. Considering the Reader

2. Selecting Words

B. Construction of Clear Sentences and Paragraphs

1. Need for Simple Construction

2. Emphasis on Short Sentences

3. Care in Paragraph Design

C. Writing for Effect

1. Need for Goodwill

2. Conversational Style

3. Avoiding Officialese

4. Achieving Appropriate Emphasis

II. 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.

A. Basic Patterns of Routine Letters
1. Routine Inquiries
   (Services-Goods-People)
2. Claims
3. Orders

B. Answering Routine Letters
1. Routine Responses
2. Personnel Evaluation
3. Adjustment Grants

C. Indirectness for Bad News and Persuasion.
   Students are introduced to techniques of indirect writing to be used to convey bad
   news or to persuade.
1. Refused Requests
2. Adjustment Refusals
3 Credit Refusals
   Persuasive Requests

D. Application to Specific Writing Situations:
1. Persuasion in Sales Letters
2. Collection Letters
3. Strategy in Job Application
4. News Releases

III. Fundamentals of Report Writing:

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

1. Basics of Report Writing
2. Short Reports
3. Longer Reports

IV. Standard and Physical Aspects of Communication:

A. Graphic Aids to Communication.

Students learn how to use graphic aids effectively in their written work.

B. Correctness of Communication:

Here students learn how to use the accepted standards of English grammar and punctuation in written Business Communication.

V. Spoken Communication and Listening:

Students learn how to communicate orally in business using speaking and listening techniques. The significance of physical appearance, posture, facial expressions, gestures, and voice quality are explained. Audience analysis, the several techniques for conducting and participating in meetings as well as good interviewing and listening techniques are explored.

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

Recommended or required reading:	Lesikar, R. and Flatley, M.: BASIC BUSINESS COMMUNICATION McGraw-Hill, Latest Edition Locker,K: BUSINESS & ADMINISTRATIVE COMMUNICATION McGraw-Hill, Latest Edition Bovee, Thill and Schatzman :BUSINESS COMMUNICATION ESSENTIALS Prentice Hall, Latest Edition
Planned learning activities and teaching methods:	Virtual Lectures, Workshops, Group work, Assignments and Exams
Assessment methods and criteria:	Examinations 50% Ongoing evaluation 50%
Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Blackboard Virtual Learning Platform