



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-231	Business Communications	6
Prerequisites	Department	Semester
ENGL-101	Centre of Modern Languages	Fall/Spring/Summer
Type of Course	Field	Language of Instruction
Required	Language Expression	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Victoria Kalogerou	2 nd
Mode of Delivery	Work Placement	Corequisites
Face-to-face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- make students aware of the various forms of communication within a business-oriented context;
- provide students with the know-how to develop effective message and fundamental business terminology to communicate professionally and successfully at the workplace;
- thoroughly discuss barriers in communicative situations and provide solutions for improvement;
- cover in detail all types of business messages including oral messages such as interviews and presentations;
- improve students' competence basically in writing as well as in other forms of business communication, such as public speaking.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. create effective messages relating to routine business matters;
2. critically compare and evaluate business messages;
3. analyse communications strategies and select effective ways to handle effectively problems at the workplace;
4. use effective message formats and business related jargon in written situations;
5. apply their knowledge to handle oral situations such as interviews and presentations.

Course Content:

1. Fundamentals of Business Communication
2. Communicating in teams
 - a. Listening
 - b. Non-verbal communication
 - c. Intercultural communication
3. Good will and Good news messages
 - a. Routine memos, letters, emails
 - b. Complaints and Adjustments
4. Bad News Messages
 - a. Direct Approach
 - b. Indirect Approach
5. Persuasive Messages
6. CVs and Application Messages
7. Interviews for Employment
8. Communication through graphs and visual aids
9. Oral Presentations

Learning Activities and Teaching Methods:

Lectures, discussions, practical exercises.

Assessment Methods:

Homework, Midterm, Final exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Business Communications Today	Bovee, C. L, and Thill J. V.	Pearson	2014	9780132971294

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Essentials of Business Communication	Mary Ellen Guffey	South-Western College Pub	2009	0324588003