



Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-200	Business and Professional Communication	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	Dr Antroulla Papakyriakou	Any
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide students with the basic principles of effective communication;
- Equip students with the ability to develop their presentation skills
- Empower students to develop confidence when speaking before an audience through improving their verbal and nonverbal language skills.
- Develop students' listening skills required for effective communication.
- Help students differentiate between giving informative and persuasive speeches
- Engage students in group discussions to improve their interpersonal and intercultural communication skills, which are also key aspects in achieving effective communication.

Business and Professional Communication is for Level C1 of the Common European Framework of Reference for Languages (CEFR).

Learning Outcomes:

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

1. Adapt speeches to audience and speaking context;
2. Prepare and deliver informative and persuasive speeches with effective use of visual aids;

3. Use different strategies for listening (content, critical and active listening) and respond to presentations appropriately;
4. Speak extemporaneously;
5. Deliver a speech taking account of verbal and non-verbal cues;
6. Prepare outlines and deliver a well-structured speech taking account of various introducing and concluding techniques;
7. Critically reflect on (and evaluate) their own and others' presentation performance.

Course Content:

1. Introduction to Public Speaking;
2. Audience analysis;
3. Interpersonal and intercultural communication;
4. Ethical communication;
5. Grabbers and endings;
6. Informative speech: Parts of presentation;
7. Persuasive speech: Parts of presentation.
8. Listening: types of listening skills

Learning Activities and Teaching Methods:

Lectures, discussions with class participation, group work and Powerpoint presentations

Assessment Methods:

Three evaluated speeches (two informative and one persuasive), bibliography, presentation outlines, evaluation reports, portfolio, participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Art of Public Speaking	Stephen Lucas	McGraw-Hill International Edition	2012	978-0-07-131467-1

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Speech Communication Made Simple (3 rd ed.)	Dale, Paulette &Wolf, C. James	Pearson Longman	2006	0-13-195544-6