

ECTS Syllabus

Course title	Business Communications				
Course code	BADM-231				
Course type	Required				
Level	1 st Cycle				
Year / Semester	1 st -4 th year / Fall/Spring/Summer				
Teacher's name	Dr Katarzyna Alexander				
ECTS	6	Lectures / week	1	Laboratories / week	N/A
Course purpose and objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none">• Develop skills necessary to work within a business-oriented context.• Advance business communication skills in the areas of business correspondence (i.e. letter format, open punctuation, notes, memoranda, emails, tone, writing and public speaking theory) and key business terminology and concepts.				
Learning outcomes	<p>After completion of the course, students are expected to be able to:</p> <ul style="list-style-type: none">• Distinguish between the various forms of communication within a business-oriented context and choose the appropriate media for their day-to-day business communication and publicising company information.• Compose messages that communicate professionally and successfully at the workplace.• Adapt the style and the level of formality of language to the context of a composed message.• Estimate potential barriers in communicative situations and devise solutions for improvement.• Plan and execute successful and professional presentations.• Develop a curriculum vitae specifically targeted to a targeted job offer.				
Prerequisites	ENGL-101		Required		
Course content	<ul style="list-style-type: none">• Presentation of business documents (open punctuation, four-point plan).• Business emails (netiquette and tone).• Formal memos.• Business memos, notes and emails.• Quotations, estimates, tenders and placing orders.				

	<ul style="list-style-type: none"> • Invoicing and settlement of accounts (pro forma invoices, debit and credit notes, statement of account). • Letters of application and CVs, testimonials. • Meetings documentation. • Publicity materials (press releases, newsletters). • Notices, advertisements, leaflets, information sheets and circulars. • Travel itineraries. • Presentation skills (how to give a presentation). • General business concepts.
Teaching methodology	Lectures, discussions, writing feedback, discussion, student tutorials.
Bibliography	<p>Taylor, S. (2012). <i>Model Business Letters, Emails and Other Business Documents</i>. Financial Times Press</p> <p>Bovee, C. L, and Thill J. V. (2014). <i>Business Communications Today</i>. Pearson</p> <p>Guffey, M. E. (2009). <i>Essentials of Business Communication</i>. SouthWestern College Pub</p>
Assessment	Attendance/participation, classroom presentation, assignments, mid-term examination, final examination.
Language	English