



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> BADM-231	<b>Course Title</b> Business Communications	<b>ECTS Credits</b> 6
<b>Department</b> Centre of Modern Languages	<b>Semester</b> Fall/Spring/Summer	<b>Prerequisites</b> ENGL-101
<b>Type of Course</b> Elective	<b>Field</b> Languages	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3 <sup>rd</sup>	<b>Lecturer(s)</b> Dr Chris Alexander
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

## **Objectives of the Course:**

The main objective of the course is to:

- help students develop skills necessary to work within a business-orientated context
- facilitate students' develop of business communication skills in the areas of business correspondence (i.e. letter format, open punctuation, notes, memoranda, emails, tone, writing and public speaking) and key business terminology and concepts.

## **Learning Outcomes:**

After completion of this Business English course students are expected to be able to :

1. write a variety of fully-blocked letters that use open punctuation and the four-point plan.
2. create a range of buy/sell documents with their corresponding cover letters
3. produce professional emails that use netiquette
4. write different kinds of letters of application and CVs, testimonials
5. create business memos, meeting documentation, itineraries, and a wide collection of publicity materials
6. confidently describe data
7. prepare and give a business presentation

## **Course Content:**

- Presentation of business documents (open punctuation, four-point plan)
- Business emails (netiquette and tone)
- Formal memos
- Short business memos, notes and emails
- Quotations, estimates, tenders and placing orders
- 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)
- Describing data (lab lesson)
- General business concepts
- Conflict

**Teaching Methods:**

Lectures, discussions, in-class writing feedback, writing portfolio discussion, writing workshops, student tutorials

**Assessment Methods:**

mid-term and final exams, in-class writing, presentation and writing portfolio

**Required Textbooks:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Shirley Taylor	Model Business Letters E-mails and other business documents	Prentice Hall	2004	0-273-67524- 9