



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-231DL	Business Communication	6
Prerequisites	Department	Semester
None	Languages and Literature	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Languages	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ms Apostolia Michael	N/A
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

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 messages and the 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.
- Use effective message formats and business-related language expressions in written situations.

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 problems at the workplace.

4. Use effective message formats and business-related expressions in written situations.
5. Apply their knowledge to handle oral situations such as interviews and presentations.

Course Content:

- Fundamentals of Business Communication
- Presentation of Business Documents (open punctuation, four-point plan)
- Communicating in teams
 - Listening
 - Non-verbal communication
 - Intercultural communication
- Good will and good news messages
 - Routine memos, letters, emails (netiquette and tone)
 - Complaints and Adjustments
- Bad News Messages
 - Direct Approach
 - Indirect Approach
- Persuasive Messages
- Business memos, notes, and details
- Formal Letters
- Publicity materials (press releases, newsletters)
- Notices, advertisements, leaflets, information sheets and circulars
- CVs and Application Messages
- Interviews for Employment
- Communication through graphs and visual aids
- Oral Presentations

Learning Activities and Teaching Methods:

Interactive lectures, PowerPoint presentations, Readings, Assignments, Audio-recorded lectures, online discussions, assignments, interactive quizzes.

Assessment Methods:

Writing, Course/ Forum Participation/ Activities on the platform, Final Examination

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Business Communications Today, 14th Ed. Global	Bovee, C. L, and Thill J. V.	Pearson	2018	978-0134562186

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Essentials of Business Communication, 10 th Ed.	Guffey M.E., Laewy D.	CENGAGE Learning	2016	978-1285858913
Model Business Letters E-mails and other business documents	Shirley Taylor	Prentice Hall	2013	9780273751939
Practical English Usage	Michael Swan	Oxford University Press	2005	978-0194420983