

Course unit title:	Communication Skills		
Course unit code:	AFCS101		
Type of course unit:	Business Elective		
Level of course unit:	Bachelor (1st Cycle)		
Year of study:	2		
Semester when the unit is delivered:	3-4		
Number of ects allocated:	6		
Name of lecturer(s):	KOURIEOS STELLA		
Learning outcomes of the course unit:	<p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • write emails, memos, persuasive messages, business letters as well as reports with different formats and tones and for different purposes • communicate effectively with the public and colleagues by phone, in person, and in meetings • write a résumé and cover letter • compose business documents and proposals of different formats • communicate confidently and effectively with people of diverse backgrounds and experiences • identify and apply basic business terms essential in their academic and future professional environment • express authentic thought with clarity and precision • develop team skills and interpersonal communication skills • incorporate and use technology effectively in presenting oral or written work in their work frame • prepare and present information using a writing style that will increase understanding, retention, and motivation to act 		
Mode of delivery:	Face-to-face		
Prerequisites:	Good knowledge of English	Co-requisites:	None
Course contents:	<ul style="list-style-type: none"> • Foundations of business communication • Modern business language and rules for good business writing • Speaking, listening and non-verbal communication • Communication in a cross cultural context • Business email/letter writing and types of letters (application/complaint/inquiry/reply) • Résumé with the covering letter • Job interviews (oral/written) • Types of internal communication (memos/reports/meetings) • Writing articles and newsletters • Use of social media in business communication • Constructive criticism and argumentation • Persuasive communication (emails/ publicity material/notices/advertisements) • Oral presentation techniques • Quoting, paraphrasing and summarising information • Communication styles in business • Business ethics 		
Recommended and/or required reading:	Thill, J. & Bovée C. (2013). <i>Excellence in Business Communication</i> (13 th edition). USA:Pearson		
Textbooks:	<i>Business Communication for Success</i> – University of Minnesota Libraries (Open textbook library) 2015		

	<p>https://open.umn.edu/opentextbooks/SearchResults.aspx?searchText=Business%20communication%20 s</p> <p>Instructor's notes</p>
References:	<p>Thill, B. (2008). <i>Business Communication Today</i> (9th edition). UK:Pearson -Prentice Hall</p> <p>Taylor, S. (2005). <i>Communication for Business- A Practical Approach</i> (4thedition). USA:Pearson Longman</p> <p>Taylor, J. & Zeter, J. (2016). <i>Business English</i>. UK: Express Publishing Guffy, M. & Loewy, D. <i>Essentials of Business Communication</i> (9th edition). USA:South-Western Cengage Learning</p> <p>Jones, L. & Alexander, R.(2008). <i>New International Business English</i>. UK:Cambridge University Press</p>
Planned learning activities and teaching methods:	<p>The course is delivered to students by means of lectures conducted by the instructor. The major methods of the interactive communicative approach based on the principles of functional language learning and teaching are visual aids, class discussions, pair and group work and other communicative drills are among the instructor's methods to keep students' interest alive and elicit the maximum participation from students. Students are also encouraged to use the extensive use of the Internet.</p>
Assessment methods and criteria:	<p>A two-method assessment is adopted. The coursework assessment, which counts for the 40% of the overall mark, includes two major tests, an assignment, quizzes, homework and class participation and the final exam which counts for the 60% of the final mark.</p> <p>The formal assessment of this course consists of</p> <p>Coursework: 40%</p> <ul style="list-style-type: none"> -Test 1 14% -Test 2 10% -Assignment 8% -Class work 8% <p>Final Exam: 60%</p>
Language of instruction:	English
Work placement(s):	No