



FREDERICK UNIVERSITY

SCHOOL OF BUSINESS AND LAW

DEPARTMENT OF BUSINESS, ACCOUNTING AND FINANCE

BA IN BUSINESS ADMINISTRATION

(CIP file- Classification of instructional programmes)

Course unit title:	BUSINESS COMMUNICATION I		
Course unit code:	ABCO101		
Type of course unit:	REQUIRED		
Level of course unit:	BACHELOR		
Year of study:	1/2		
Semester when the unit is delivered:	FALL		
Number of ects allocated:	6		
Name of lecturer(s):	ENGLISH INSTRUCTOR		
Learning outcomes of the course unit:	By the end of the course, students should be able to: <ul style="list-style-type: none">• compose business documents such as emails, memos, persuasive messages, proposals, 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.• communicate confidently and effectively with people of diverse backgrounds and experiences.• identify and apply basic business terms essential in an 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:	<p>The course examines the principles of communication in the workplace. It introduces students to the foundations of business communication, the different types of business writing such as emails, memos, letters, press releases, reports and helps students improve their writing skills to gain greater mastery of grammar, mechanics, and writing style. Other topics covered in the course include familiarisation with appropriate strategies for internal and external communication situations, audience analysis, and communication through recent technology, video-conferencing and social media.</p> <p>In particular, the course covers the following:</p> <ul style="list-style-type: none">• Foundations of business communication• Modern business language and rules for good business writing		



	<ul style="list-style-type: none"> • 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 cover 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:	<ul style="list-style-type: none"> • Thill, J. & Bovée C. (2013). <i>Excellence in Business Communication</i> (13th edition). USA:Pearson
Textbooks:	<ul style="list-style-type: none"> • <i>Business Communication for Success</i> – University of Minnesota Libraries (Open textbook library) 2015 https://open.umn.edu/opentextbooks/SearchResults.aspx?searchText=Business%20communication%20for%20Success • Instructor's notes
References:	<ul style="list-style-type: none"> • Thill, B. (2008). <i>Business Communication Today</i> (9th edition). UK:Pearson -Prentice Hall • Taylor, S. (2005). <i>Communication for Business-A Practical Approach</i> (4thedition). USA:Pearson Longman • 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 • Jones, L.& Alexander, R.(2008). <i>New International Business English</i>. UK:Cambridge University Press
Planned learning activities and teaching methods:	<p>The course is delivered to students by means of lectures conducted by the instructor. The major method of teaching is the interactive communicative approach based on the principles of functional language learning and teaching. Audio-visual aids, class discussions, pair and group work and other communicative drills are among the instructor's tools to keep students' interest alive and elicit the maximum participation from students. Students are also encouraged to make 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 and includes two major tests, an assignment, quizzes, homework and class participation and the final examination assessment 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