

Course unit title:	BUSINESS COMMUNICATION II		
Course unit code:	ABCO102		
Type of course unit:	Elective		
Level of course unit:	Bachelor (First cycle)		
Year of study:			
Semester when the unit is delivered:			
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Therapoula Constantinou/Irene Angastinioti		
Learning outcomes of the course unit:	<p>Students should be able to:</p> <ul style="list-style-type: none"> • show proficiency and fluency in the oral and written word • practise writing as a process of motivated inquiry, engaging other writers' ideas through the use of quotations, paraphrase, allusions and summary • recognise how form and structure shape a text's meaning and appreciate how genre generates expectations • deliver an effective oral presentation in an academic environment • interpret and summarise advanced reading texts • synthesize advanced written word and present it either orally or in writing in a logical and fluent manner • identify and apply the terminology used in the professional business world 		
Mode of delivery:	Face to face		
Prerequisites:	ABCO101	Co-requisites:	---
Recommended optional program components:	None		
Course contents:	<p>In particular the course covers the following:</p> <ul style="list-style-type: none"> • advanced argumentative essays with emphasis given on outlining problems and offering solutions giving an opinion presenting both sides of an argument • report writing (assessment, proposal & informative) • note-taking • summary writing • news articles and press releases • effective oral presentation techniques • news letters • business terminology essential for effective business communication • vocabulary enrichment achieved with students' active participation in class debates on topics of common interest and the comprehension of passages from various sources 		
Recommended and/or required reading:			
Textbooks:	<ul style="list-style-type: none"> • Evans, V., <u>Successful Writing (Upper Intermediate)</u>, Express Publishing, 2011 • Selection of newspaper, magazine and book extracts 		
References:	<ul style="list-style-type: none"> • Nelly Kalliga, Stella Bochori, Sarah Yu, <u>Writing for all-B2</u>, Super course, Athens, 2011 • <u>The Concise Oxford Dictionary</u>, UK, Oxford University Press, 2004 		
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:	<ul style="list-style-type: none"> • Tests 25% • Presentation 10% • Class work 5% • Final Exam 60% 		

Language of instruction:	English
Work placement(s):	No