

## ABCO101 - Business Communication

Course Title	Business Communication				
Course Code	ABCO101				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	2				
Teacher's Name	Mrs Irini Angastiniotou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose	By the end of the course, students should be able to develop communication skills that are important in the business environment. Among other skills the course provides knowledge on how to write emails, memos, persuasive messages, business letters as well as reports with different formats and tones and for different purposes. The course also aims also in developing student skills to 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, develop team skills and interpersonal communication skills, incorporate and use technology effectively in presenting oral or written work.				
Learning Outcomes	<ul style="list-style-type: none"> <li>• write emails, memos, persuasive messages, business letters as well as reports with different formats and tones and for different purposes</li> <li>• communicate effectively with the public and colleagues by phone, in person, and in meetings</li> <li>• write a résumé and cover letter</li> <li>• compose business documents and proposals of different formats</li> <li>• communicate confidently and effectively with people of diverse backgrounds and experiences</li> <li>• identify and apply basic business terms essential in their academic and future professional environment</li> <li>• express authentic thought with clarity and precision</li> <li>• develop team skills and interpersonal communication skills</li> <li>• incorporate and use technology effectively in presenting oral or written work in their work frame</li> <li>• prepare and present information using a writing style that will increase understanding, retention, and motivation to act</li> </ul>				
Prerequisites	None		Co-requisites	None	

<p>Course Content</p>	<ul style="list-style-type: none"> <li>• Foundations of business communication</li> <li>• Modern business language and rules for good business writing</li> <li>• Speaking, listening and non-verbal communication</li> <li>• Communication in a cross cultural context</li> <li>• Business email/letter writing and types of letters <ul style="list-style-type: none"> <li>• (application/complaint/inquiry/reply)</li> </ul> </li> <li>• Résumé with the covering letter</li> <li>• Job interviews (oral/written)</li> <li>• Types of internal communication (memos/reports/meetings)</li> <li>• Writing articles and newsletters</li> <li>• Use of social media in business communication</li> <li>• Constructive criticism and argumentation</li> <li>• Persuasive communication (emails/ publicity material/notices/advertisements)</li> <li>• Oral presentation techniques</li> <li>• Quoting, paraphrasing and summarising information</li> <li>• Communication styles in business</li> <li>• Business ethics</li> </ul>
<p>Teaching Methodology</p>	<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>
<p>Bibliography</p>	<p><u>(a) Textbook</u></p> <ul style="list-style-type: none"> <li>• Business Communication for Success –University of Minnesota Libraries (Open textbook library) 2015 <a href="https://open.umn.edu/opentextbooks/SearchResults.aspx?searchText=Business%20communication%20for%20Success">https://open.umn.edu/opentextbooks/SearchResults.aspx?searchText=Business%20communication%20for%20Success</a></li> </ul> <p><u>(b) References</u></p> <ul style="list-style-type: none"> <li>• Thill, B. (2008). Business Communication Today (9th edition). UK:Pearson -Prentice Hall</li> <li>• Taylor, S. (2005). Communication for Business- A Practical Approach (4thedition), Pearson Longman</li> <li>• Taylor, J. &amp; Zeter, J. (2016). Business English. UK: Express Publishing</li> <li>• Guffy, M. &amp; Loewy, D. Essentials of Business Communication (9th edition). USA:South-Western Cengage Learning</li> <li>• Jones, L.&amp; Alexander, R.(2008). New International Business English.UK:Cambridge University Press</li> </ul>

Assessment	<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"> <li>-Test 1           14%</li> <li>-Test 2           10%</li> <li>-Assignment    8%</li> <li>-Class work     8%</li> </ul> <p>Final Exam: 60%</p>
Language	English