



COURSE SYLLABUS

COURSE TITLE:	Effective Business Communication	COURSE CODE:	ENGL225
PREREQUISITES:		SEMESTER:	FALL 2020
INSTRUCTOR:	Grace Butler	CREDITS:	3
EMAIL:	grace.butler@hotmail.co.uk	SCHEDULE:	Tuesday 15h30-18h30

COURSE DESCRIPTION:

In the ever changing, fast paced world of today, communication takes on many different forms. From emails, text messages, social media platforms and in-person meetings, individuals face a multitude of options. In the business world a clear, concise and focused presentation of ideas is essential for success. This course will provide you with the essential knowledge and skills necessary for effective communication in a variety of business contexts using various mediums.

During the semester we will explore business communication and its various facets, including making effective presentations, examining cultural differences in business, self-presentation and portfolios, the fundamentals of the written document and formal and informal office environments. We will examine these topics through individual and group work, written assignments, role playing, public speaking and presentations.

COURSE OBJECTIVES:

The objective of this course is to communicate effectively in a business environment, to be clear and concise in listening, receiving and extracting information, asking questions, describing procedure, process and review, while targeting and respecting the appropriate audience. Grammar, language usage, technology and interpersonal relations will be used to find the most effective way to deliver a message.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:



- Coherently and confidently present a business idea.
- Identify and use the different styles of writing necessary in business such as internal and external emails, proposals, reports, copywriting and business plans.
- Compare different business practices in different cultures.

MANDATORY TEXTBOOK:

Materials will be provided by the teacher

EVALUATIONS:

The final grade will be determined as follows:

Professional Profile 20% - CV, Video CV, Cover Letter, Professional Social Media

Meetings work 20% - participation in meetings role-play, evidence of research, written minutes from the meeting.

Weekly written work 20% - homework assignments

Green New Deal Presentation: 40% - Presentation, Business Plan and written Proposal

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on become.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 22 Sept		<p>Summarizing</p> <ul style="list-style-type: none"> • Avoiding plagiarism • Summarizing • Rephrasing data for presentations • Writing abstracts <p>Presentation skill: personal presentation/ first impressions</p>

Session 2 29 Sept	<ul style="list-style-type: none"> • Write an abstract of a research paper. • Reading - Geert Hofstede, Edward Hall, Erin Meyer • Preparation of short presentation to summarize a video assigned in class 	<p>Intercultural Communication</p> <ul style="list-style-type: none"> • Presentation of videos assigned in class. • Comparison of different cultural practices in business. • Analysis of different researchers on this topic including; Geert Hofstede's cultural indexes, Erin Meyer, Edward Hall. • Low and High context cultures <p>Presentation skill: Body language</p>
Session 3 6 Oct	<ul style="list-style-type: none"> • Write a report on cultural practices from your country, or from another country that interests you, and give advice for international business people who want to conduct business there. 	<p>Personal Branding</p> <ul style="list-style-type: none"> • Written CV • Video CV • Professional Social Media Profile <p>Presentation skill: filler words and how to avoid them</p>
Session 4 13 Oct	<ul style="list-style-type: none"> • Prepare professional portfolio, including CV, CV video and Professional Social Media profile. (via link) 	<p>Job Application Process</p> <ul style="list-style-type: none"> • How to write a cover letter • Job interviews - first impressions, personal presentation, how to answer the difficult questions. <p>Presentation skill: transitions between speakers</p>
Session 5 20 Oct	<ul style="list-style-type: none"> • Write a cover letter for a specific job 	<p>Meetings</p> <ul style="list-style-type: none"> • Writing an agenda • Writing the minutes of a meeting • Interruptions, progressing through an agenda, keeping on track. • Other meeting literature eg. Board papers for large companies <p>Presentation skill: Use of rhetorical questions</p>
Session 6 27 Oct	<ul style="list-style-type: none"> • Prepare for business role play. Research points of view and 	<p>Meeting Role- plays</p> <ul style="list-style-type: none"> • Conduct meeting • Watch another meeting and take notes on decisions made.

Session 7 3 Nov	<ul style="list-style-type: none"> Write up the minutes of the meeting you observed. 	<p>Selling Products</p> <ul style="list-style-type: none"> Copywriting (website, email, brochure) Product descriptions. SEO, incorporating keywords and long tail keywords. Writing a Social Media brief <p>Presentation skill: creating a hook</p>
Session 8 10 Nov	<ul style="list-style-type: none"> Write a social media brief 	<p>Internal Communication</p> <ul style="list-style-type: none"> Writing emails Memos Formality <p>Presentation skill: sequencing lanuage</p>
Session 9 17 Nov	<ul style="list-style-type: none"> Write an email - brief to be given in class 	<ul style="list-style-type: none"> External Communication Response to customer complaints Letters of agreement Newsletters <p>Presentation skill: strong introductions</p>
Session 10 24 Nov	<ul style="list-style-type: none"> Respond to a letter of complaint (assigned in class) 	<p>Reports and Proposals</p> <ul style="list-style-type: none"> Differences in structure, what to cover, how to organize and present. How to respond to a RFP. <p>Presentation skill: strong/ clear conclusions</p>
Session 11 8 Dec	<ul style="list-style-type: none"> Start preparation of 	<p>Business Plan</p> <ul style="list-style-type: none"> How to write a business plan <p>Presentation skill: story-telling in presentations</p>
Session 12 15 Dec	<ul style="list-style-type: none"> Prepare final proposal project-including business plan, written proposal, final presentation 	<p>Green New Deal Presentations</p>

The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.