

## Business Communication

<b>Course Title</b>	Business Communication									
<b>Course Code</b>	TENG-310									
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.									
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Requirement</td> </tr> <tr> <td>Business Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Requirement	Business Bachelor	Requirement	All Programs	General Elective		
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Business Bachelor	Requirement									
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<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)									
<b>Year / Semester</b>	Year 3, B' Semester									
<b>Teacher's Name</b>	Despo Georgiou									
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>						
<b>Course Purpose and Objectives</b>	<ul style="list-style-type: none"> <li>• Develop students' writing and speaking strategies</li> <li>• Develop students' communication skills</li> <li>• Communicate successfully in English in business-related contexts</li> <li>• Make effective presentations in English</li> </ul>									
<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to demonstrate their knowledge and understanding of the following:</p> <ol style="list-style-type: none"> <li>1. Communicate effectively in written form across a range of business contexts using appropriate language.</li> <li>2. Identify the difference of formal and informal presentations.</li> <li>3. Summarize, synthesize and evaluate information required for a presentation of a company and a product.</li> <li>4. Employ appropriate skills when presenting in business contexts.</li> <li>5. Distinguish micro and macro organization of a presentation.</li> </ol>									
<b>Prerequisites</b>		<b>Required</b>	Junior							

<b>Course Content</b>	<p>Communicative Functions</p> <ol style="list-style-type: none"> <li>1. Presenting a company</li> <li>2. Presenting a product</li> <li>3. Strategy - Short presentations</li> <li>4. Finance - Formal and informal presentations</li> </ol> <p>Skills and Features</p> <ol style="list-style-type: none"> <li>1. Choice of topic for presentation</li> <li>2. Macro-organization of a presentation (purpose, objectives, outline, introduction and conclusion)</li> <li>3. Micro-organization (e.g. textual coherence, transitions, connections)</li> </ol>								
<b>Teaching Methodology</b>	The course is delivered through lectures, group discussions and group activities.								
<b>Mode of delivery</b>	Face to face.								
<b>Bibliography</b>	<p><b>Required</b></p> <ol style="list-style-type: none"> <li>1. Cotton, D., D. Faley and S. Kent, <i>Market Leader: Pre-Intermediate Business English</i>, Longman (Pearson), 2002.</li> <li>2. Trappe, T. and G. Tullis, <i>Intelligent Business: Intermediate Business English</i>, Longman (Pearson), 2005.</li> <li>3. Bovée, C. L. and John V. Thill, <i>Business Communication Today</i>, 9<sup>th</sup> ed., Pearson, 2008.</li> </ol>								
<b>Assessment</b>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="517 1355 1367 1615"> <tr> <td data-bbox="517 1355 943 1429">30 – 50 %</td> <td data-bbox="951 1355 1367 1429">Final Exam</td> </tr> <tr> <td data-bbox="517 1431 943 1482">20 – 40 %</td> <td data-bbox="951 1431 1367 1482">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="517 1485 943 1536">10 – 30 %</td> <td data-bbox="951 1485 1367 1536">Assignments / Projects</td> </tr> <tr> <td data-bbox="517 1538 943 1615">0 – 10 %</td> <td data-bbox="951 1538 1367 1615">Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<b>Language</b>	English								