

SUBJECT: Business Communication in English

HOURS: Total: 135 hours – 4 semesters: sem. 1 – 30 hrs, sem. 2 – 30 hrs, sem 3 – 30 hrs, sem. 4 – 45 hrs

ECTS: 4

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| Name/title of the author:                                  |  |
| Course Description:  | <p>Business Communication in English is an academic course run at the Cracow University of Economics for students of Corporate Finance .</p> <p>The course covers four semesters consisting of 135 hours of classes in English.</p> <p>Content:</p> <ol style="list-style-type: none"><li>1. Theoretical issues related to effective organizational communication</li><li>2. Business topics and broadly understood business vocabulary</li><li>3. Practical oral and written communication skills</li></ol> <p>The final exam covers two parts. The written part tests the knowledge of business vocabulary and topics, along with organisational communication and practical written communication skills. The oral part assesses the ability to implement knowledge about business communication and topics in a project analysing issues related to communication.</p>   |
| Learning Outcomes<br>(Goals and Objectives of the course): | <ol style="list-style-type: none"><li>1. Acquisition of business advanced vocabulary in context – ability to implement this broadly understood vocabulary in professional context to discuss / write about a range of business topics</li><li>2. Acquisition of business skills, both oral – such as informal talk, interview, presentation, meeting, negotiation, oral reporting, and written – such as different types of business letters, including transactional letters, variety of brief messages and business reports</li><li>3. Acquisition of theoretical knowledge about effective organizational communication and the ability to implement this background information into the process of decision-making and problem-solving in professional context.</li></ol>   |
| Entrance qualifications:                                   | The required level of English: C1 (CEF)  |
| Course Content:  | <p>I. Introduction: the role of communication in business, the importance of communication skills and the main forms of communication in business.</p> <p>II. The process of human communication</p> <p>III. Written forms of business communication: fundamentals of business writing; the writing process: the general rules: planning business messages, organizing and composing them, revising; different categories of written forms and their characteristics – letters, brief messages, reports, employment messages and forms</p> <p>IV. Oral communication in business: informal talking, listening, non-verbal communication, interviews, presentations, meetings, negotiations, speeches, oral reporting</p> <p>V. Intercultural communication</p> <p>VI. Effective organizational communication:</p> <ol style="list-style-type: none"><li>1. Perspectives on communication</li><li>2. Communication in practice: breaking barriers</li><li>3. Using words: verbal communication</li><li>4. Making pictures: non-verbal communication</li><li>5. Developing arguments: persuasive communication</li><li>6. Establishing a dialogue: interactive communication</li></ol> |

7. Making connections: organisational communication

**Requirements - semesters: 1, 2 & 3**

**WRITTEN – final test 60p maximum**

Final test: 3 parts:

Part 1: Business vocabulary – 20 points max.

Part 2: Topics from BEH & „Introduction to BC” , or EOC – 20 points max.

Part 3: Business writing (letter, short doc, report) – 20 points max.

**ORAL – 40 points maximum**

1. Final oral task –(presentation, meeting, negotiation) – 20 points max.

2. Other tasks: homework, reviews of theory to BC, types of letters, etc., possibly: discussion about business topic – 10 points, OWN IDEAS – WELCOME!!!

**Grading criteria:**

TOTAL: 100 POINTS: 40 + 60

MINIMUM: 60 POINTS

**Requirements for the fourth semester**

1. Project 1 – theory - review of the whole material – INTRO. LECTURE, BEH, EOC – in teams - 20 + 10 p max.) – presentations with slides and handout

2. Final signature test – unit 7 from EOC - 30 p max

3. Final oral task: 30 p max

4. Other activities: 10 p max

TOTAL: 100 POINTS MAXIMUM

**Final Exam:**

**1. Written exam:** business vocabulary section (20%), business topics section (20%), effective organisational communication section (30%), review report concerning some aspect/s of the course (30%)

**2. Oral exam: final project:**

At the end of the course students, guided by the teacher, are asked to prepare a project (individual or teamwork) about the area of business communication which they are interested in. The project(s) is(are) then be presented to the group and the follow-up discussion concerning the project(s) as such, but also: methods of work, sources of information, problems and their solutions, useful tips for other project participants, etc. takes place.

**Obligatory:**

1. Emmerson, P., "Business English Handbook Advanced. The whole of business in one book.", Macmillan, 2007

2. Richard Blundel, Kate Ippolito David Donnarumma, "Effective Organisational Communication. Perspectives, principles and

Assessment policy  
(examination):

Course  
materials/bibliography:

practices.", FT Prentice Hall, 2004.

3. Teacher's own materials concerning business skills:

- Written: letters, short messages, reports
- Oral: presentations, meetings, negotiations

**Optional:**

1. Locker, K. O., Kaczmarek, S. K., "Business Communication. Building Critical Skills.", Mc Graw- Hill, 2007.
2. Locker, K. O., Kienzler, D. S., "Business and Administrative Communication.", Mc Graw- Hill, 2008
3. Lesikar, R. V., Flatley, M. E., Rentz, K., "Business Communication. Making connections in a digital world.", Irwin, 2008. (Chapter one: "Communication in the Workplace.")
4. Emerson, P., "Business English Handbook Advanced. The whole of business in one book.", Macmillan, 2007.
5. Taylor S., "Model Business Letters, E-mails and Other Business Documents", FT Prentice Hall, 2004
6. Mascull, B. (2004) Business Vocabulary in Use Advanced. Cambridge: CUP.
7. Ulijn, J. M., Strother, J. B., "Communicating in Business and Technology. From Psycholinguistic Theory To International practice.", Peter Lang, 1995.
8. Strutt P., "Longman Business English Usage", Longman 1993
9. Cotton D., Robins S., "Business Class", Longman, 1996
10. Lahiff J. M., Penrose J. M., "Business Communication – Strategies and Skills", Prentice Hall, 1997
11. Lesikar Raymond V., Pettit John D., Flatley Marie E., "Basic Business Communication", Irwin, 1993

A range of methods to choose from depending on a given group's requirements, expectations and skills – starting point: needs analysis.

Methods used:

- lectures
- readings
- discussions
- brainstorming sessions
- individual
- pair or
- group work
- case studies
- presentations
- role-playing
- simulating meetings
- and negotiations
- question and answer sessions
- interviews
- written and oral tasks
- practical exercises, etc.

Methods of Instruction: