

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	ACCOUNTING AND FINANCE		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	1207005	SEMESTER OF STUDY	7th
COURSE TITLE	ENGLISH FOR BUSINESS COMMUNICATION		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		4	6
COURSE UNIT TYPE	Special Background Course -Elective		
PREREQUISITES :	Knowledge of General English at B level (CEF)		
LANGUAGE OF INSTRUCTION/EXAMS:	English (Intermediate to upper-intermediate level)		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/view.php?id=140		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of this course is to develop students' communication skills in the English language that will enable them to function effectively in a business environment. The course offers a practical approach to corporate communication that includes training in the principles and key elements of business writing and the effective delivery of oral presentations. The course content focuses on selected written and oral forms of communication related to topics and issues critical to students of Business Studies.

Upon successful completion of this course, students should be able to

- write effective and concise letters and memos employing appropriate business format;
- prepare informal and formal reports that include analysis and offer recommendations;
- participate in meetings and conduct proper techniques in telephone usage;
- summarise personal achievements and skills in appropriate formats for future employers or academic institutions;
- perform effectively interviews
- prepare and deliver an oral presentation utilizing electronic software;
- realize the impact of language usage on applying business etiquette to a variety of professional situations;
- recognize the importance of cultural differences and how they affect communication in a business environment.

General Skills
<ul style="list-style-type: none"> • collaborative skills through team work • capacity to adapt to new situations

3. COURSE CONTENT

The syllabus includes:
<i>Business communication skills :</i>
<ul style="list-style-type: none"> • Business letters: Format, Style and Content • Letters of Inquiry, Quotations and Offers • Orders, Order acknowledgements • Sales promotion letters • Banking and Credit letters • Memoranda, Telephone conversations and E-mails • Business meetings • Business reports (dealing with numbers, interpreting graphics) • Questionnaire compilation • Business presentations
<i>Career skills</i>
<ul style="list-style-type: none"> • Job adverts and Job descriptions • Job interviews • Letters of application, Cover letters and CV writing

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-class lecturing	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (MOODLE)	
TEACHING METHODS	Method description	Semester Workload
	Lectures Structure and selected key elements of business writing, through presentation of guidelines and examples followed by practical applications; Activities for oral practice	52
	Preparation for a PowerPoint presentation and script on a business topic	46
	Independent learning	52
	TOTAL	150
ASSESSMENT METHODS	Language of exams: English I. Final Exam (80% of the grade) consisting of two parts: <ul style="list-style-type: none"> ○ Part A (40 points): Questions on English grammar and usage 	

	<ul style="list-style-type: none"> ○ Part B (40 points): Business writing task <p>II. PowerPoint presentation and script on a business topic approved by the instructor (20% of the grade)</p>
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5. COURSE MATERIAL

<p>Diamantis, G. (2013) <i>English for Business Communication</i>. Athens: Fedimos Publications.</p> <p>Chiotis-Lesowitch, I. (2008) <i>International Commercial Correspondence</i>. Athens: P.I. Publishing.</p> <p>Comford, J., Revell, R. & Scott, Ch. (2007) <i>Business Reports in English</i>. U.K. Cambridge University Press.</p> <p>Koutsoyanni, E. (2015) <i>Selected Elements of Written and Oral Communication</i>. Course notes.</p> <p>[Online] Available at: http://moodle.teipir.gr/course/view.php?id=140</p>
