

KNU Course Syllabus

Course Title	Business Communication and Writing Skills
Course Code	blank
Credits	3.0
Department	blank
Semester	2017S
Course Categories	blank
Instructor	Beata Dąbrowska-Janů
Hours	blank
Location	blank
Phone/E-mail	
Office Hours	blank
language	English

[Syllabus]

Course Goals and Objectives
<p>The course aims to present and practise the key vocabulary and functional exponents used in the area of effective spoken and written business communication. The students will have the opportunity to practise the newly acquired knowledge and enhance their business communication skills through role plays, meetings, negotiations as well as case studies.</p>
Textbook and other references
<ol style="list-style-type: none"> 1. S. Sweeney, 'English for Business Communication. A modular short course on socialising, telephoning, presentations, meetings, negotiations', Student's Book, Cambridge University Press, 2003. 2. B. Dignen, 'Communicating Across Cultures', Cambridge Business Skills, Cambridge Professional English, Cambridge University Press, 2011. 3. M. Powell, 'Dynamic Presentations', Cambridge Business Skills, Cambridge Professional English, Cambridge University Press, 2011. 4. M. Powell, 'International Negotiations', Cambridge Business Skills, Cambridge Professional English, Cambridge University Press, 2012. 5. S. Taylor, 'Model Business Letters, E-mails & Other Business Documents', sixth edition, Prentice Hall Financial Times, An imprint of Pearson Education, 2004.

6. P. Emerson, 'email English'. Macmillan Publishers Limited, 2004

7. Instructor's Resource Pack and Material

Course Description, Methods, and Materials

Course description

The course is designed to address the following issues in greater detail: developing intercultural competence needed to communicate in the global business setting, building effective teams, powerful presenting across cultures, effective international business meetings, designing effective bargaining techniques, informal business communication and socialising, effective telephoning methods through the use of modern technologies as well as a body of written communication tools and techniques encompassing e-mail correspondence, routine and financial business documentation, and report writing.

Teaching Methods

1. Material presentation by the Instructor along with videos, CD recordings and podcasts
2. Role plays and workshops
3. Meeting, negotiation, and telephoning simulations
4. Learner's production (written documentation)
5. Case studies

Assignments, Grading Criteria, Prerequisite Subject

Assessment Methods

1. Final Test: 40%
2. Business writing (documentation submission throughout the course): 30%
3. Active participation in the class assignments: 30%

Notice To Students

At the end of the course the learners will have acquired an in-depth knowledge of as well as practice in the area of the effective tools of business communication in the global social and business context.

Academic Support for Students with Disabilities

[Course Lesson Plan]

no	Course Goals and Objectives	Assignment	Text & Materials	Etc.
1	Working in international teams and team building skills			
2	Cultural diversity in business communication. Developing intercultural skills			
3	Effective presentations across cultures			
4	Meetings across cultures and meetings documentation (minutes)			
5	Managing international meetings and change management			
6	Negotiating across cultures and the power of persuasion			
7	International negotiations and the bargaining area			
8	Effective telephoning across cultures			
9	Socialising in the business context			
10	Written communication – an overview: structure, language and tone			
11	E-mail business correspondence			
12	Routine business documentation: orders, enquiries, replies			
13	Financial documentation: invoicing, payment, complaints, adjustments			
14	Business report writing: structure, functional exponents			
15	Revision. Test			

Cheating, plagiarism, and other dishonest practices will be punished as harsh as Kyungpook

National University policies allow. The University specifies that cheating is grounds for dismissal. Penalties less severe may be imposed instead. A list of possible disciplinary actions is given below. Actions by the university:

- Failure in course
- Suspension from university for a designated period
- Expulsion from university