

BUSINESS ENGLISH

COURSE OUTLINE

(1) GENERAL

SCHOOL	Economic Sciences		
ACADEMIC UNIT	Department of Accounting and Finance		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	AF704	SEMESTER	7th
COURSE TITLE	Business English		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
<i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>			
Lectures		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge, Skills development		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

By focusing on skills required in a business context, the module aims to foster students combine the English language with business-orientated work so that they will be able to meet the needs of their future work environment. Specifically, the module aims at a) developing students' communication skills so as to employ a formal register in business interactions and adapt business messages according to cultural factors and b) refining their knowledge and abilities in the comprehension, analysis and production of English discourse in business contexts.

On successful completion of this module the learner will be able to:

1. identify and comprehend authentic business texts
2. develop awareness of the importance of effective communication skills in business
3. employ a wide range of commonly used lexical chains
4. develop accuracy and fluency in writing well-structured texts

5. practice and employ reading and writing techniques in producing professional documentation
6. respond to written and oral language demands of the business world.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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The course aims at:

- Adaptation to new situations
- Individual work
- Team work
- Work in an international environment
- Respect for heterogeneity and multiculturalism
- Development of free, creative and inductive thought

(3) SYLLABUS

Content-based texts:

1. Business Communications
2. Effective Listening
3. Body Language
4. Successful Time Management
5. Motivation
6. Team Work
7. Leadership
8. Problem Solving
9. Successful Negotiations
10. The Art of Conversation

Language and grammar structures:

Derivatives, synonyms/antonyms, phrasal verbs, idiomatic expressions, linking words, word construction, infinitives, gerunds, clauses of purpose, adjectives, prepositions

Development of skills for effective written communication in business through letters, reports, advertisements, resumes, memos, etc.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face	
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT in teaching, use of audio-visual media, PowerPoint presentations. Support through the electronic platform e-class. Communication with students via email and e-class.</p>	
<p>TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<p>Activity</p>	<p>Semester workload</p>
	Lectures	50
	Practice, interactive teaching	30
	Non-directed study	45
Course total		125
<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>End of Semester Formal Examination that includes:</p> <ul style="list-style-type: none"> - Multiple choice questions - Short answer questions - Full answer questions - Open-ended questions - Essay writing <p>Language of Evaluation: English</p> <p>Specifically-defined evaluation criteria are given and are always accessible to students. Criteria may be redefined at the beginning of each semester.</p>	

(5) SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

1. Tsionga, H. & Hatzistergiadou, A. (2010), "Success at Work", 1st Edition, Disigma Publications, ISBN: 978-960-99350-9-8
2. Perdiki, F. & Malivitsi, Z. (2012), "Economic and Business English in a Nutshell", 1st Edition, Perdiki F., Malivitsi Z., Thessaloniki, ISBN: 978-960-93-3420-4
3. Sweeney, S. (2003), "English for Business Communication", 2nd Edition, CUP, Cambridge, ISBN: 978-0-521-75449-1
4. Bannock, G., Baxter, R.E., Davis, E. (2011), "The Penguin Dictionary of Economics", 8th Edition, Penguin, ISBN: 978-0141045238
5. Honby, A. S. (2010), "Oxford Advanced Learner's Dictionary", 8th Edition, Oxford University Press, Oxford, ISBN: 0-19-479900-X
6. Pease, A. (1984), "Body Language", 1st Edition, Sheldon Press, London, ISBN 0-85969-406-2

- Related academic journals: