

Module Title: BUSINESS COMMUNICATION

- **Type of Module:**

ΓΕ0028	Elective
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- **Level of Module**

Postgraduate

- **Year of Study**

MASTER'S

- **Semester**

Spring Semester 3 rd Semester
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- **Number of credits allocated**

3

- **Name of lecturer / lecturers : Helen Iakovaki**

- **Description:**

Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life you will spend most of your day explaining, writing, directing, persuading, and listening to each other. Your ability to do so clearly, effectively, and concisely will have a direct bearing on the success you achieve. This course will deal with **business communication** activities. Designed to help students plan, draft, and revise their writing, it will also analyse the audiences and purposes of business communication while providing practice in its essential forms: letters, memoranda, resumes, reports, and presentations.

Prerequisites: A sound knowledge of English. The course, being the English component of a joint-taught course, Business Communication, is a compact-form variation of a normal course. Therefore it is not recommended to students who wish to be taught the rudiments of English language.

Module Contents (Syllabus):

WEEK	COURSE CONTENTS	ASSIGNMENTS
1 st Course	<ul style="list-style-type: none"> ➤ Business Letters ➤ CVs ➤ Application Letters ➤ Interview Techniques 	CV, Application Letter, Business Letter (due by next course)
2 nd Course	<ul style="list-style-type: none"> ➤ Business Memoranda and Reports ➤ Communication Case Study 	Business Memo Report (due by next course)
3 rd Course	<ul style="list-style-type: none"> ➤ Research Papers/ Presentation Skills 	Proposal. First draft of

	➤ How to document sources, how to construct a Bibliography.	Research Paper. (due by next course)
4th Course	➤ Summary/ Effective Oral Presentations	Final Copy of Research Paper. Summary and Power Point File of the Presentation Sign up for presentation time
5th Course	➤ Final Project Presentations	

Language of instruction / Γλώσσα διδασκαλίας

English

Name and contact info of lecturer / Στοιχεία διδάσκοντα

Name: Helen Iakovaki
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Expected learning outcomes / Μαθησιακοί στόχοι

A) **Communication** skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life you will spend most of your day explaining, writing, directing, persuading, and listening to each other. Your ability to do so clearly, effectively, and concisely will have a direct bearing on the success you achieve. This course will deal with **business communication** activities. Designed to help students plan, draft, and revise their writing, it will also analyse the audiences and purposes of business communication while providing practice in its essential forms: letters, memoranda, resumes, reports, and presentations.

B) By the end of the course, students will be able to:

- Establish and develop a clear thesis statement or a clear plan or outline for informational writing.
 - Determine a purpose and audience and plan strategies (e.g., adapting focus, content structure and point of view) to address purpose and audience.
 - Use organizational strategies (e.g., notes, outlines) to plan writing; use revision strategies to improve style, variety of sentence structure, clarity of controlling idea, logic, effectiveness of word choice and transitions between paragraphs, passages or ideas.
 - Organize writing or presenting information with an effective and engaging introduction, body and a conclusion that summarizes, extends or elaborates on points or ideas in the writing.
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- Use paragraph form in writing, including topic sentences arranging paragraphs in a logical sequence, using effective transitions and closing sentences and maintaining coherence across the whole.
- Use language and style as appropriate to audience and purpose; Proofread writing, eliminate inappropriate slang or informal language.
- Write business letters, letters to the editor and job applications that:
 - a. address audience needs, stated purpose and context in a clear and efficient manner;
 - b. follow the conventional style appropriate to the text using proper technical terms;
 - c. include appropriate facts and details;
 - d. provide a sense of closure to the writing.
- Write informational essays or reports, including research, that:
 - a. pose relevant and tightly drawn questions that engage the reader.
 - b. provide a clear and accurate perspective on the subject.
 - c. create an organizing structure appropriate to the purpose, audience and context.
 - d. support the main ideas with facts, details, examples and explanations from sources; and
 - e. document sources and include bibliographies.
- Compose open-ended questions for research and modify questions as necessary during inquiry and investigation to narrow the focus or extend the investigation.
- Identify appropriate sources and gather relevant information from multiple sources
- Use style guides to produce oral and written reports that give proper credit for sources and include appropriate in-text documentation, notes and an acceptable format for source acknowledgement.
- Demonstrate an understanding of the rules of the English language and select language appropriate to purpose and audience.
- Vary language choices as appropriate to the context of the speech.
- Deliver informational presentations (e.g., expository, research) that:
 - a. demonstrate an understanding of the topic and present events or ideas in a logical sequence;
 - b. support the controlling idea or thesis with well-chosen and relevant facts, details, examples, quotations, statistics;
 - c. include an effective introduction and conclusion and use a consistent organizational structure (e.g., cause-effect, compare-contrast, problem-solution);
 - d. use appropriate visual materials (e.g., diagrams, charts, illustrations) and available technology to enhance presentation
 - e. draw from multiple sources, and identify sources used
 - f. provide persuasive presentations

Mode of delivery and teaching methods / Είδος μαθήματος και διδακτική μέθοδος

Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life you will spend most of your day explaining, writing, directing, persuading, and listening to each other. Your ability to do so clearly, effectively, and concisely will have a direct bearing on the success you achieve. This course will deal with **business communication** activities. Designed to help students plan, draft, and revise their writing, it will also analyse the audiences and purposes of business communication while providing practice in its essential forms: letters, memoranda, resumes, reports, and presentations.

Compulsory & recommended reading / Υποχρεωτική & Συνιστώμενη βιβλιογραφία

BIBLIOGRAPHY

Textbooks

- Packet of Photocopies

Selected Bibliography

- Guffey, Mary Ellen, (4th ed), Business Communication: Process and Product, Los Angeles, 2003 (ISBN: 0324167296)
- **MLA Handbook for Writers of Research Papers 6thed., Gibaldi, Publ.: Mod.Lang, , (ISBN: 0-87352-986-3)**
- Trzeciak, John, Mackay, S.E., Study Skills for Academic Writing, Prentice Hall International, New York, 1994, (ISBN: 0-13-017856-X)

Some interesting on-line resources

- <http://www.basic-learning.com/wbwt/tips-index.htm>

Assessment methods & criteria / Μέθοδος & κριτήρια αξιολόγησης GRADING

Student's course grade will be determined as follows:

- 1st Week written assignments : 6,2 points
- 2nd Week written assignments : 6,2 points
- 3^d Week written assignments : 6,2 points
- 4th Week written assignments : 6,2 points
- Final Project Presentation, Class Participation etc.: 25,2 points

Class Participation: Students' participation in class discussions and group projects is important and is an essential part of their grade.

Written Work: Written work is graded on content and style according to the following grading standards.

62 points	Excellent in every way; a well-written professional document. This level of writing would be acceptable to any business.
60-61	Generally excellent with perhaps one minor item that needs correction.
50-60	Very good; nearly ready to send as a business document.
45-49	Good; generally achieves its objectives effectively but may have an awkward phrase or sentence
40-44	Good; may need some minor revision before sending as a business document.
32-39	Average plus; document addresses the task adequately and grammatically but needs work. OR Document is generally good but has significant

	errors.
31	Below average: document has the right approach but contains serious errors.
30	Unacceptable but with some redeeming features: document may address the issue but contains too many serious errors OR Document does not approach the assignment in a serious, businesslike fashion.
Below 31	A combination of serious errors and other problems make this document unacceptable.

Late assignments lose one grade per week late. Thus this week’s 6,2 assignment would be next week’s 5,2 assignment, and so forth.

One week extension per semester is granted if students request it ahead of the assignment's due date.

Missing papers receive a grade of zero.

Plagiarism will not be tolerated and the claim of ignorance is no excuse. Those found plagiarizing will receive 0 for the assignment in question.

Please note that assignments may be modified in the course of the semester, and that the list below is **indicative only**.

WEEK	COURSE CONTENT	ASSIGNMENTS	CREDITS
1 st Course	<ul style="list-style-type: none"> ➤ Business Letters ➤ CVs ➤ Application Letters ➤ Interview Techniques 	CV, Application Letter, Business Letter (due by next course)	6,2
2 nd Course	<ul style="list-style-type: none"> ➤ Business Memoranda and Reports ➤ Communication Case Study 	Business Memo Report (due by next course)	6,2
3 rd Course	<ul style="list-style-type: none"> ➤ Research Papers/ Presentation Skills ➤ How to document sources, how to construct a Bibliography. 	Proposal. First draft of Research Paper. (due by next course)	6,2
4 th Course	<ul style="list-style-type: none"> ➤ Summary/ Effective Oral Presentations 	Final Copy of Research Paper. Summary and Power Point	6,2

		File of the Presentation Sign up for presentation time	
5 th Course	➤ Final Project Presentations		25,2
