

BUSINESS COMMUNICATION IN ENGLISH, (ECTS 2)

Conducting research is fundamental to serious study and development of any profession, including Economics, Management, as well as any type of Business Communication. Such research is introduced to and accepted by the professional community it applies to through the use of research papers and reports. The writing of research papers is governed by standardized rules and guidelines specific to the fields of research. In this course you will learn and practice research paper writing and presentation skills which include: Defining a constructive thesis/research question, Evaluating and integrating sources, Preparing a formal business report, Using documentation style guides (APA), Preparing PowerPoint presentations to present research findings, Presenting in front of an audience.

COURSE OBJECTIVES

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- Defining a constructive thesis/research question
- Evaluating and integrating sources
- Preparing a formal business report
- Using documentation style guides (APA)
- Preparing PowerPoint presentations to present research findings
- Presenting in front of an audience

CLASS HOURS

Lab	30 hours
Total	30 hours

TOPICS

- How to conduct research? Types of research: primary and secondary research
- Internet research (search engines, keywords)
- Choosing: the topic, the audience, the scope / workshop
- Defining a constructive thesis/research question / workshop
- Evaluating sources
- Integrating sources – quoting, paraphrasing, summarizing
- Plagiarism / workshop
- Working with style guides (APA and CMS)
- Writing an introduction; effective vs. ineffective intros
- Body paragraphs (paragraph construction, topic sentences, transitions)
- Writing powerfully
- Primary research – the case of marketing research
- Survey design (questionnaires)
- Understanding the sections of the formal report: title page, table of contents, introduction, summary, body, conclusion, recommendations, appendices, references)
- Mapping out an outline / workshop
- Writing a conclusion / workshop
- Business presentation skills
- Using Power Point

ELEMENTS OF GRADE

6 points Introduction (with LR)

9 points Method & Analysis

35 points Final report

15 points Test 1

15 points Test 2

20 points Presentation

LITERATURE

Faigley, Lester. *The Penguin Handbook*

Alred, Gerald J., Brusaw, Charles T., & Walter E. Oliu. *The Business Writer's Handbook*

Geffner, Andrea B. *Barron's ESL Guide to American Business English*

Internet access to reach the Blackboard, textbook's companion website, and the OWL

A ring binder with loose-leaf paper

A memory stick