

BUSINESS COMMUNICATION IN ENGLISH II, (ECTS 3)

This course will primarily focus on written business correspondence, but will also cover several aspects of oral business communication. Fundamental to any communication course and especially to business communication is the idea that writers/speakers need to know how to adapt to the rhetorical context, which includes audience, subject, purpose, and media. In this course you will practice exercising critical reading, thinking, and writing skills such as: choosing the appropriate tone and outlook for business correspondence, articulating clear, concise, and successful business messages, adjusting your writing to multiple audiences, purposes, and conventions.

COURSE OBJECTIVES

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- Choosing the appropriate tone and outlook for business correspondence
- Articulating clear, concise, and successful business messages
- Adjusting your writing to multiple audiences, purposes, and conventions.

CLASS HOURS

Lab	30 hours
Total	30 hours

TOPICS

- Course policies; Introduction into the course
- The Communication Process (rhetorical context: audience, media, purpose; Logos, Pathos, Ethos)
- Writing Business Messages (business style: tone, outlook, organization, gender neutral language)
- Designing and Formatting Business Messages (business letter format: parts, arrangement, punctuation)
- Electronic Media Messages (e-mail correspondence, blogging)
- Writing Employment Messages (Cover letter, Resume, Follow-up letter)
- Interviewing for Jobs
- Routine & Positive Messages (e.g. orders & order acknowledgments)
- Persuasive Messages (e.g. sales letters – direct mail, retail, promotion; announcements & invitations)
- Negative Messages (e.g. complaints, claims & adjustments; collection letters)
- PR Correspondence (News releases, Public relations letters; Press Conferences)
- Social Networking (LinkedIn, Facebook, Twitter)
- Business Meetings, Minutes
- GL: Cross-cultural negotiations

ELEMENTS OF GRADE

25%Test 1

25%Test 2

10%A 1: Employment package

10% A 2: Customer correspondence

5%A 3: PR letter

25%Oral – choice of one out of three

(job interview, business meeting, press conference)

LITERATURE:

Bové, Thill,: Business Communication Today

WebCT materials