

BUSINESS COMMUNICATION IN ENGLISH (2 ECTS)

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.