Course Specifications
Valid as from the academic year 2018-2019

Course
Business Communication in English (A001706)

Course offerings and teaching methods in academic year 2019-2020
A (semester 1) English seminar 30.0 h
guided self-study 30.0 h

Lecturers in academic year 2019-2020
Vandendaele, Astrid LW06 staff member
Jacobs, Geert LW06 lecturer-in-charge

Offered in the following programmes in 2019-2020 credits offering
Master of Arts in Multilingual Business Communication 6 A

Teaching languages
English

Keywords
Business communication, English, presentation, reporting

Position of the course
The overall objective of this course is to enhance students’ abilities to communicate adequately in English in a wide range of managerial-level situations. This is in line with the programme’s objectives.

Contents
In this course students are encouraged to think strategically about communication in a variety of management settings (theory and strategy). In addition, the course provides participants with practice and feedback on the written and oral skills required to implement these strategies in English. The course is built around a number of cases within the domains of employee communication, crisis communication and marketing communication.

Initial competences
Advanced level of English.

Final competences
1 Students can write job advertisements, application letters and CV’s
2 They can do job interviews (both perspectives)
3 They can give business presentations and write business plans
4 They can write press releases, doing news interviews and press conferences
5 They understand the impact of communication as a management tool.

Conditions for credit contract
This course unit cannot be taken via a credit contract

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Guided self-study, seminar

Learning materials and price

(Approved)
Set of course notes.

References

Course content-related study coaching
   Team coaching and individualized feedback.

Evaluation methods
   continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation
   Assignment, skills test

Possibilities of retake in case of permanent evaluation
   examination during the second examination period is possible in modified form

Calculation of the examination mark

Facilities for Working Students
   Please contact the instructor.