Course Specifications

Valid as from the academic year 2018-2019

Business Communication in English (A001706)

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)  
English  
guided self-study  30.0 h  
seminar  30.0 h

Lecturers in academic year 2020-2021

Vandendaele, Astrid  
LW06  
staff member

Jacobs, Geert  
LW06  
lecturer-in-charge

Offered in the following programmes in 2020-2021

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

Contact hrs  60.0 h

Study time  180 h

Credits  6.0

Teaching languages

(approved)

(nominal values; actual values may depend on programme)
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.