

English: Business and Public Communication II (A704045)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size	<i>(nominal values; actual values may depend on programme)</i>		
Credits 4.0	Study time 120 h	Contact hrs	60.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	Dutch, English	Gent	seminar	16.0 h
			excursion	3.0 h
			seminar: practical PC room classes	18.0 h
			self-reliant study activities	5.0 h
			project	18.0 h

Lecturers in academic year 2020-2021

De Baets, Greet	LW22	staff member
De Clerck, Bernard	LW22	lecturer-in-charge
Chan, David	LW22	co-lecturer
Claeys, An-Sofie	LW22	co-lecturer
Vandepitte, Sonia	LW22	co-lecturer

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Languages (main subject Applied Language Studies)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, French)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Russian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Turkish)	4	A
Exchange Programme Applied Language Studies	4	A

Teaching languages

Dutch, English

Keywords

English, business communication

Position of the course

The study unit "English: Business and Public Communication II" aims to train students adequately in the use of the communicative tools that are mainly used in internal and external communication in companies and organisations. The student learns to use these communicative tools and skills in flawless written and spoken English. The study unit has a double goal: teaching and fine-tuning the skills that are mainly used in communication of companies and organisations in general and in the foreign language in particular. Attention will also be devoted to specialised vocabulary which will be integrated in the assignments

Exchange students may take up this course unit, for which no prior knowledge of Dutch is required.

Contents

Starting from a concrete setting, the study unit "English: Business and Public Communication II" (E4C2) focuses on a number of communicative tools which are frequently used in communication of companies and organisations. On the basis of practical assignments which are concomitant with the concrete setting, these tools are taught and put into practice. The study unit is conceptualised as a coherent communication project which integrates various spoken and written communicative skills. Communicative skills which will be dealt with include meetings, presentations, negotiations, strategic correspondence, reports, information leaflets, webcare, online communication and social media. The concrete setting will be set out in the course of the lectures.

Initial competences

The student:

- has acquired the final objectives of the Bachelor in Applied Language Studies
- is able to produce English texts of more than average difficulty, as found in professional contexts
- is able to communicate orally in English in a number of professional contexts
- is able to put the appropriate heuristic aids to adequate and critical use.

Final competences

- 1 Having a command of English at C2 level of the Common European Framework of Reference for Languages for oral skills (production and interaction) and writing skills. [MC. 1.1, assessed]
- 2 Independently and creatively conceptualising and producing English texts in professional communicative contexts (including reports and strategic correspondence of companies and (inter)national organisations). [MC 1.1, MC. 6.1, MC. 6.2, MC. 6.4.; assessed]
- 3 Acquiring a thorough insight into professional contexts and relevant aspects of intercultural communication. [M.C 4.1assessed, MC. 6.3, assessed];
- 4 Communicating professionally and correctly in highly-demanding spoken communicative contexts such as meetings, negotiations and informative or persuasive presentations and/or in contexts of language training with a thorough understanding of intercultural aspects. [MC. 1.1, M.C. 6.1, MC. 6.2, MC. 6.3, MC. 6.4, assessed]
- 5 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. [MC. 6.6, assessed].
- 6 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team. [MC. 6.7, assessed]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Excursion, project, seminar, self-reliant study activities, seminar: practical PC room classes

Extra information on the teaching methods

Project: students put writing skills into practice (i.e. business correspondence, report writing) by writing letters of enquiry to companies, requesting approval for attending and observing corporate meetings. Seminar contents regarding meetings and negotiations are compared with real life situations based on participant observation, the results of which are summarized in a company visit report. The assignment is monitored by lecturers of the English Business and Public Communication II course and the general course on 'Organisations and Communication'.

Seminar: practical PC-room classes: students get in-class writing assignments in which types of business documents have to be written (e.g. E-mails, webcare, information leaflet) (with and without time restrictions). Students get individual feedback during and after the writing process and peer feedback via electronic submission of assignments and assessments via the learning platform.

Seminar: interactive teaching method which allows students to distill the basic features of specific business documents based on (the comparison of) examples. Short or preparatory writing assignments allow for practical implementation of the main business writing principles. To train oral skills regarding meetings and negotiations, use is made of simulations and role plays, a short video pitch and product presentations which are assessed by the lecturers and a student jury.

Learning materials and price

Learning platform:
Syllabus
Other:
Hand-outs
Feedback during lectures
Estimated price: 0 Euros

References

Fischer, R., W. Ury & B. Patton. 1991. *Getting to yes. Negotiating agreement without giving in*. Sydney: Century Business.
Handford, M. 2010. *The Language of Business Meetings*. Cambridge: Cambridge University Press.
Taylor, S. 2004. *Model Business Letters, e-mails & other business documents*. London: FT Prentice Hall.
Ury, W. 1991. *Getting Past No: Negotiating With Difficult People*. New York: Bantam books.
Decock et al. 2019. Theory vs. Practice. A closer look at transactional and interpersonal stance in English electronic complaint refusal notifications. *English Text Construction* 12 (1): 103-136.
Darics, Erika and Veronika Koller. 2018. *Language in Business, Language at Work*. Palgrave MacMillan.

Course content-related study coaching

Exercises in class
Individual assessment and feedback per assignment.
Extra feedback during office hours

Evaluation methods

end-of-term evaluation and 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

Oral examination

Examination methods in case of permanent evaluation

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Extra information on the examination methods

Assignment (100%):
Consists of a portfolio which comprises (oral and written) assignments; class attendance is required
Second session:
Assignment (50%): a modified portfolio is submitted
Oral examination (50%)

Calculation of the examination mark

Assignment (100%):
Consists of a portfolio which comprises (oral and written) assignments; class attendance is required
Final mark is based on the marks allotted to each of the individual assignments after feedback has been processed. 50% written, 50% spoken
Second session:
Assignment (50%): a modified portfolio is submitted
Oral examination (50%)

Facilities for Working Students

1 Possibility to be exempted from attendance

1 Possibility to be exempted from classes and have an alternative assignment instead (with extra information regarding assignment). To be discussed with lecturer.

2 Possibility to be exempted from certain classes (with extra information regarding compulsory lectures)

1 Regarding possibility to reschedule exam:

1 Possible to reschedule portfolio submission

1 Possibility regarding feedback

1 Possibility to get feedback via e-mail, via telephone, during or after office hours (by appointment).