

Business Communication Skills

Lecturer Name(s): Ivan Robertson, John Guerin and Daniel Howard.

Moodle Code: ENG601

Course Code: ENG601

| Allocation of Marks | | | | |
|-------------------------|--------------|----------------|--------------------|-------|
| | Presentation | Oral Interview | Final Written Exam | Total |
| Percentage Contribution | 30% | 35% | 35% | 100% |
| ECTS Value | 5 Credits | | | |

***Details of all aspects of assessments will be provided by your lecturer in-class.**

Aims and Objectives

The aim of this module is to enable international students to communicate in the English language with clarity and authority, applying written, electronic, verbal and non-verbal communication skills in a range of business settings and situations.

Learning Outcomes

| Business Communication Skills |
|---|
| <i>On successful completion of this module learners will be able to:</i> |
| 1. Display the principles of effective communication (written & oral) through theoretical and practical applications of the English language in a business communications environment. |
| 2. Communicate their appraisal of primary non-academic business-oriented texts and independently generate a measured and articulated response. |
| 3. Create and deliver an audience-focused business presentation, using appropriate vocabulary, effective non-verbal techniques and adhering to the protocol of such presentations. |
| 4. Use the correct and appropriate language, layout, conventions, and styles of modern written business communication methods |
| 5. Communicate appropriately and persuasively in oral English in a variety of formal and informal business settings |
| 6. Recognize the difference between varying language registers in a business context (formal, informal, impromptu) for planned and unpredicted life-like business scenarios such as business negotiations and product pitching. |

Module Content

| | |
|------------|--|
| Session 0 | Intensive English week. Students undertake 12 hours of lessons and are assessed and streamed to ascertain their current language level. This also helps students acclimatise to an English-speaking environment. |
| Session 1 | Syllabus and assessment overview, vocabulary for business, distribute module specific glossaries |
| Session 2 | Principles of effective communication: through discussion and examples of various modes of communication in the business context Introduction to Presentations: business idiom and terminology in the English language; structuring, scripting and illustrating a presentation, using infographics and presenting data. |
| Session 3 | Graphs Analysis and Description: interpreting and visualising data in charts and graphs; creating descriptive captions Presentation Delivery: voice projection, pace, intonation; diction, pronunciation; body language; use of electronic and other visual aids |
| Session 4 | Presentations: Dublin Business Presentation |
| Session 5 | Academic Writing: structure, vocabulary, grammar, in-text citations, bibliography Promotional Literature: scripting, layout, and design of a promotional leaflet |
| Session 6 | Reading Comprehensions skills: including skimming and scanning, text analysis, extracting key information and writing original concise responses to texts |
| Session 7 | Letters of Application written and email job applications; CV's and cover letters Marketing Vocabulary: the language of advertising and promotion; the advertising brief. |
| Session 8 | Writing for Online Content: language, style, structure, blogs Promotional Leaflet Design: marketing language, "strong" vocabulary |
| Session 9 | Language of Negotiations: language and conventions of meetings; negotiation role play Investment Presentation: structure; audience focus; argument; persuasion; style and delivery; teamwork and interpersonal skills |
| Session 10 | Interview Skills: interview preparation; verbal and non-verbal communication; listening skills |

Module Teaching and Learning Strategy

Classes meet twice per week for 3.5 hours based on 1 x 2 hour and 1 X 1.5-hour sessions. Classes are a mixture of traditional lecture style delivery, individual and group work, and interactive/contributory activities.

The classroom experience is supported by a) ISB Moodle a VLE that contains digital resources for self-directed and group learning and b) the opportunity to attend ISB extracurricular activities.

Formative Assessment in this module includes: submission of written work, feedback on in class tasks in the form of:

- 1) Constant feedback to groups and individuals on their oral skills when presenting/talking in class
- 2) Formal individual feedback on written 'homework' type tasks
- 3) Feedback on submission of the CV, Letter and Job ad in preparation for the final oral exam (interview)
- 4) Peer feedback on Interview skills

Reading Lists and Other Resources

Textbook / Journal based Resources:

Dubicka, Iwona et al. Market Leader (Advanced Business English) 3rd Edition. Pearson, 2011.

McClave, Henry. Communications for Business. Gill and MacMillan, 2008.

Bailey, Stephen. Academic Writing for International Students. Routledge, 2006.

Bannock, David et al. The New Penguin Dictionary of Business. Penguin, 2004.

Klein, Naomi. No Logo. Picador, 2002.

Levitt, Steven D. and Dubner, Stephen J. Freakonomics [Revised and Expanded]. Penguin, 2006.

McAndrew, Richard and Martinez, Ron. Taboos and Issues. Heinle, 2002.

Sweeney, Simon. Communicating in Business. Cambridge, 2000.

Robinson, Nick. Cambridge English for Marketing. Cambridge, 2010.

Evans, David. Decision Maker. Cambridge, 1998.

Brieger, Nick and Pohl, Alison. Technical English Vocabulary and Grammar. Summertown, 2002.

Downes, Colm. Cambridge English for Job-Hunting. Cambridge, 2008.