

Course Title	Business Communication Skills I				
Course Code	ENG-BC 201				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 2 / Semester 3				
Teacher's Name	ELEFThERIA ATTA				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>Application of business communication principles through creation of effective business documents and oral presentations.</p> <p>Includes study and application of team communication and use of technology to facilitate the communication process.</p>				
Learning Outcomes	<p>On completion of this course, the students will be able to</p> <ul style="list-style-type: none"> • To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles. • To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar. • To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. • To draft effective business correspondence with brevity and clarity. • To stimulate their Critical thinking by designing and developing clean and lucid writing skills. • To demonstrate his verbal and non-verbal communication ability through presentations. 				
Prerequisites	ENG 101	Required	NONE		
Course Content	<p>Brief Contents</p> <p>Part 1 Introduction to Business Communication 1 Establishing Credibility</p> <p>Part 2 Principles of Interpersonal Communication</p>				

	<p>2 Interpersonal Communication and Emotional Intelligence 3 Team Communication and Difficult Conversations 4 Global Communication and Diversity Part 3 Principles for Business Messages 5 Creating Effective Business Messages 6 Improving Readability with Style and Design 7 Email and Other Traditional Tools for Business Communication 8 Social Media for Business Communication Part 4 Types of Business Messages 9 Routine Business Messages 10 Persuasive Messages 11 Bad-News Messages Part 5 Reports and Presentations 12 Research and Business Proposals and Planning for Business Reports 13 Completing Business Proposals and Business Reports 14 Planning Presentations 15 Delivering Presentations 16 Employment Communications Appendixes Appendix A Punctuation, Number Usage, and Grammar Appendix B Formatting for Letters and Memos Index Bonus Content Available only at www.mcgrawhillcreate.com/cardon or in the e-book within McGraw-Hill Connect®. Bonus Chapter Crisis Communications and Public Relations Messages Bonus Appendix Creating Proposals and Business Plans</p>
<p>Teaching Methodology</p>	<ul style="list-style-type: none"> • Reading and resolving problems • Working on problem-solving • Attendance and participation in class • Monitor discussions • Writing and reply on objective type questions • Solving unstructured questions and case studies • Brief oral presentation before starting a new chapter and reply to queries from students • Homework for revision purposes • Interaction and collaborative learning • Simulation and role Playing • Video Watching
<p>Bibliography</p>	

	<p>1- Business Communication: Developing Leaders for a Networked World 4th Edition</p> <p>By Peter Cardon © 2021 Published: January 15, 2020</p> <p>2- Engaging Questions: A Guide to Writing 3e 3rd Edition</p> <p>By Carolyn Channell and Timothy Crusius © 2021 Published: January 6, 2020</p>										
Assessment	<table border="0"> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Oral Presentations</td> <td>20%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Essay</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>30%</td> </tr> </table>	Participation	10%	Oral Presentations	20%	Midterm Exam	20%	Essay	20%	Final Exam	30%
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Language	English										