

## **Course Syllabus**

### **Instructor Information**

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### **Course Description**

*Business Communication* is perhaps the first course in your English studies that deals with specific content material and technical jargon. It introduces first-year college students to the field of business and its operations in a wide range of contexts. The course has been designed to help students develop an understanding of essential business theory and the ability to apply business practices and skills. To achieve this broad objective, ample focus will be placed on providing students with a range of business situations and case studies that will allow them to develop their problem solving and decision making skills. Since *Business Communication* is a skill-based course, the emphasis will be geared towards the following:

- **Knowledge:** demonstrate an understanding of essential business theory including key terminology, conventions and techniques commonly used as part of business activity;
- **Application:** apply knowledge and understanding of essential business theory through the provision of case studies and real-life business situations;
- **Analysis:** analyze a wide range of business strategies, principles and practices commonly applied as part of business behavior;
- **Evaluation:** evaluate the diverse range of business organizations and activities using a variety of effective business strategies and practices to enhance students' ability to make informed business decisions.

### **Course Schedule**

**Week 1:** An Introduction to the Course

**Week 2:** Internal and External Communication in Business

**Week 3:** Employment Communication

**Week 4:** The Application Letter

**Week 5:** Creating a Résumé

**Week 6:** Job Interviews

**Week 7:** Discussions in Groups

**Week 8:** An Introduction to Marketing

**Week 9:** Advertising as a Business Activity

**Week 10:** How to Analyze Advertisements

**Week 11:** Practicum— Presentations of Application Letters and Résumés

**Week 12:** Practicum— Analyzing Print Advertisements

### **Course Evaluation**

- A final end-of-term exam contributes 100 percent to the final mark for the course.
- Students' participation (through discussions, peer-work and presentations) is highly sought as it helps them engage with and reflect on the content provided in the course.

### **Course Delivery**

The course is delivered using handouts that cover key concepts and issues pertaining to the topic of week. The handouts aim to develop the four areas of focus— knowledge, application, analysis, and evaluation— described in the course objectives. The topics of study have been chosen with an eye on exposing students to a wide range of issues within the field of business studies. The selection of the topics is thus dictated by the need to include stimulating and challenging business themes which will enable students to have a good grounding in business theory and practice. The purpose of this careful selection of topics, it is hoped, is to help first-year college students communicate effectively and confidently in different business situations and contexts, expand their business knowledge and insights, and develop their business ideas to succeed in today's changing world.

Students wishing to do more readings on essential business-related themes and issues are advised to refer to one of the following materials:

- Bisen, V., R. Priya. (2009) *Business Communication*. New Age International (P) Ltd., Publishers.
- Collins, J. (2001) *Good to Great: Why Some Companies Make the Leap and Others Don't*. HarperCollins Publishers, Inc.
- Mascull, B. (2004) *Business Vocabulary in Use*. Cambridge University Press.
- Rosling, H., (2018) *Factfulness - Ten reasons we're wrong about the world - and why things are better than you think*. Flatiron Books, Specter.