

## Business Communication in English (A001706)

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.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>			
<b>Credits</b> 6.0	<b>Study time</b> 180 h	<b>Contact hrs</b>	60.0 h	
<b>Course offerings and teaching methods in academic year 2022-2023</b>				
A (semester 1)	English	Gent	guided self-study seminar	30.0 h 30.0 h

### Lecturers in academic year 2022-2023

Seghers, Mathias

LW22

lecturer-in-charge

### Offered in the following programmes in 2022-2023

[Master of Arts in Multilingual Business Communication](#)

crdts

offering

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**

Set of course notes.

**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.