

Business Communication in English (A001706)

Course size *(nominal values; actual values may depend on programme)*

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2023-2024

A (semester 1)

English

Gent

seminar

independent work

Lecturers in academic year 2023-2024

Jacobs, Geert

LW06

lecturer-in-charge

Offered in the following programmes in 2023-2024

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

crdts

6

offering

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, do 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

Seminar, Independent work

Learning materials and price

Set of course notes.

References

Course content-related study coaching

Team coaching and individualized feedback.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Skills test, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Calculation of the examination mark

Facilities for Working Students

Please contact the instructor.