

## 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 2024-2025**

A (semester 1)

English

Gent

independent work  
seminar

**Lecturers in academic year 2024-2025**

Jacobs, Geert

LW06

lecturer-in-charge

**Offered in the following programmes in 2024-2025**

[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.

**Initial competences**

Advanced level of English.

**Final competences**

- 1 The students can produce oral and written reports in a professional way and in line with integrity (incl. responsible use of GenAI where relevant).
- 2 They can write press releases, take part in press conferences.
- 3 They understand the impact of communication as a management tool and they can apply it in a creative and efficient way..

**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

**Study material**

Type: Slides

Name: slides

Indicative price: Free or paid by faculty

Optional: no

**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.