

## English: Business and Public Communication II (A005964)

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

**Credits 5.0**

**Study time 150 h**

**Course offerings in academic year 2024-2025**

A (semester 2)

Dutch, English

Gent

**Lecturers in academic year 2024-2025**

De Clerck, Bernard

LW22

lecturer-in-charge

Chan, David

LW22

co-lecturer

De Waele, Aurélie

LW22

co-lecturer

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

Master of Science in Teaching in Languages(main subject Applied Language Studies)

**crdts**

5

**offering**

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)

5

A

Exchange Programme Applied Language Studies

5

A

**Teaching languages**

English, Dutch

**Keywords**

English, business communication

**Position of the course**

The study unit "English: Business and Public Communication II" aims to train students adequately in the use of the communicative tools that are mainly used in internal and external communication in companies and organisations. The student learns to use these communicative tools and skills in flawless written and spoken English. The study unit has a double goal: teaching and fine-tuning the skills that are mainly used in communication of companies and organisations in general and in the foreign language in particular.

Exchange students may take up this course unit, for which no prior knowledge of Dutch is required. C1-level English is expected.

**Contents**

In the course unit 'English: business and public communication II' (E4C2), a number of frequently used organisational communication techniques are taught and applied in simulations and concrete settings via practically-oriented assignments. The course unit is conceived as a communication project that integrates various communication techniques, both oral and written. Communication techniques that can be covered include meeting, presenting, negotiating, strategic correspondence

(Approved)

and crisis communication, drafting information brochures and/or company magazines, webcare, online communication and communicating via social media, storytelling, etc. Concrete communication techniques and settings will be further explained in the course of the lectures. Picking up on recent developments in generative AI, reflection on and use of AI tools in some of the assignments is also included.

### **Initial competences**

The student:

- has acquired the final objectives of the Bachelor in Applied Language Studies
- is able to produce English texts of more than average difficulty, as found in professional contexts
- is able to communicate orally in English in a number of professional contexts (C1-level)
- is able to put the appropriate heuristic aids to adequate and critical use.

### **Final competences**

- 1 Having a command of English at C2 level of the Common European Framework of Reference for Languages for oral skills (production and interaction) and writing skills. [MC. 1.1, assessed]
- 2 Independently and creatively conceptualising and producing English texts in professional communicative contexts (including reports and strategic correspondence of companies and (inter)national organisations). [MC 1.1, MC. 6.1, MC. 6.2, MC. 6.4.; assessed]
- 3 Acquiring a thorough insight into professional contexts and relevant aspects of intercultural communication. [M.C 4.1assessed, MC. 6.3, assessed];
- 4 Communicating professionally and correctly in highly-demanding spoken communicative contexts such as meetings, negotiations and informative or persuasive presentations and/or in contexts of language training with a thorough understanding of intercultural aspects. [MC. 1.1, M.C. 6.1., MC. 6.2, MC. 6.3, MC. 6.4, assessed]
- 5 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. [MC. 6.6, assessed].
- 6 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team. [MC. 6.7, assessed]
- 7 Students are able to critically use and assess AI and AI output [assessed]

### **Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Seminar, Independent work

### **Extra information on the teaching methods**

Students put communicative tactics and skills into practice through written and oral communication assignments.

For the written assignments, students are given writing assignments during class in which some principles and rules of the specific genre (e.g., crisis communication, staff magazine, storytelling, etc.) must be applied (with or without an imposed time limit). In writing assignments, students are guided individually and feedback is organised via peer review and electronic correction of submitted papers via the learning platform. This is applied within the corporate communication and storytelling modules.

For oral assignments, role-plays and simulation exercises (e.g. negotiation, product presentations) are used, which are subject peer review by the lecturer and peers.

### **Study material**

#### Type: Slides

Name: slides  
Indicative price: Free or paid by faculty  
Optional: no  
Language : English  
Available on Ufora : Yes

#### Type: Handouts

Name: Handouts  
Indicative price: Free or paid by faculty  
Optional: no  
Language : English  
Available on Ufora : Yes

#### References

Koch, T., Vogel, J., Denner, N., & Encarnacao, S. (2018). Voice of the management or employee advocate? How editors of employee magazines see their professional role. *Corporate communications: an international journal*, 23(1), 51-65.

Bentley, J. M. (2015). Shifting identification: A theory of apologies and pseudo-apologies. *Public relations review*, 41(1), 22-29.

Fischer, R., W. Ury & B. Patton. 1991. Getting to yes. Negotiating agreement without giving in. Sydney: Century Business.

Crespo, C. F., Ferreira, A. G., & Cardoso, R. M. (2023). The influence of storytelling on the consumer–brand relationship experience. *Journal of Marketing Analytics*, 11(1), 41-56.

#### Course content-related study coaching

Exercises in class  
Individual assessment and feedback per assignment.  
Extra feedback during office hours

#### 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

Assignment

#### Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

#### Extra information on the examination methods

First session:  
Assignment (100%): Consists of a portfolio which comprises (oral and written) assignments; class attendance is required  
Second session:  
Assignment (50%): a modified portfolio is submitted  
Oral examination (50%)

#### Calculation of the examination mark

Assignment (100%):  
Consists of a portfolio which comprises (oral and written) assignments; class attendance is required  
Final mark is based on the marks allotted to each of the individual assignments after feedback has been processed. 50% written, 50% spoken  
Second session:  
Assignment (50%): a modified portfolio is submitted  
Oral examination (50%)

#### Facilities for Working Students

1 Possibility to be exempted from attendance

1 Possibility to be exempted from classes and have an alternative assignment instead (with extra information regarding assignment). To be discussed with lecturer.

2 Possibility to be exempted from certain classes (with extra information regarding compulsory lectures)

1 Regarding possibility to reschedule exam:

1 Possible to reschedule portfolio submission

1 Possibility regarding feedback

1 Possibility to get feedback via e-mail, via telephone, during or after office hours (by appointment).

Students with a special status, please consult: <https://www.ugent.be/prospect/en/administration/application/special-status>