

## English: Business and Public Communication II (A704045)

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

**Credits 4.0**

**Study time 120 h**

### Course offerings and teaching methods in academic year 2023-2024

A (semester 2)

Dutch, English

Gent

excursion

seminar

independent work

### Lecturers in academic year 2023-2024

De Clerck, Bernard

LW22

lecturer-in-charge

Chan, David

LW22

co-lecturer

De Waele, Aurélie

LW22

co-lecturer

### Offered in the following programmes in 2023-2024

	crdts	offering
Master of Science in Teaching in Languages(main subject Applied Language Studies)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)	4	A
Exchange Programme Applied Language Studies	4	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. Attention will also be devoted to specialised vocabulary which will be integrated in the assignments

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

### Contents

Starting from a concrete setting, the study unit "English: Business and Public Communication II" (E4C2) focuses on a number of communicative tools which are frequently used in communication of companies and organisations. On the basis of practical assignments which are concomitant with the concrete setting, these tools are taught and put into practice. The study unit is conceptualised as a coherent communication project which integrates various

spoken and written communicative skills. Communicative skills which will be dealt with include meetings, presentations, negotiations, strategic correspondence and crisis communication, reports, information leaflets and/or company magazines, webcare, online communication and social media, impression management and leadership skills. The students gain an understanding of backstage and frontstage personas. Preparatory assignments develop skills to impress with personality: (1) how to crystallize authenticity in business and public communication, and (2) how to develop a personal professional narrative. The concrete setting will be set out in the course of the lectures. Picking up on recent developments in generative AI, the integration, reflection and critical analysis of AI tools is also explored in a few of the assignments.

### **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]

### **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, Excursion, Independent work

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

Project: students put writing skills into practice (i.e. business correspondence, report writing) by 1) writing letters of enquiry to companies, requesting approval for attending and observing corporate meetings or 2) thoroughly analysing negotiating tactics based on real footage. Seminar contents regarding meetings and negotiations are compared with real life situations based on participant observation, the results of which are summarized in a company visit report. The assignment is monitored by lecturers of the English Business and Public Communication II course and the general course on 'Organisations and Communication'. Seminar: practical PC-room classes: students get in-class writing assignments in which types of business documents have to be written (e.g. webcare, employee magazine) (with and without time restrictions). Students get individual feedback during and after the writing process and peer feedback via electronic submission of assignments and assessments via the learning platform. This approach is adopted in the written modules Corporate communication and Impression Management.

Seminar: To train oral skills regarding in the 'meetings and negotiations' and 'presentation' modules, use is made of simulations and role plays, a short (video) pitch and product presentations which are assessed by the lecturers and a student jury.

### **Learning materials and price**

Learning platform:  
Syllabus  
Other:  
Hand-outs  
Feedback during lectures  
Estimated price: 0 Euros

## References

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

Gardner, W. L., & Carlson, J. D. (2015). Authentic Leadership. In *International Encyclopedia of the Social & Behavioral Sciences* (pp. 245–250). Elsevier.

Goffman, E. (1971). *The presentation of self in everyday life*. Penguin.

Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2018). Personal Branding: Interdisciplinary Systematic Review and Research Agenda. *Frontiers in Psychology*, 9, 2238.

Handford, M. 2010. *The Language of Business Meetings*. Cambridge: Cambridge University Press.

Taylor, S. 2004. *Model Business Letters, e-mails & other business documents*. London: FT Prentice Hall.

Ury, W. 1991. *Getting Past No: Negotiating With Difficult People*. New York: Bantam books.

Decock et al. 2019. Theory vs. Practice. A closer look at transactional and interpersonal stance in English electronic complaint refusal notifications. *English Text Construction* 12(1): 103-136.

Darics, Erika and Veronika Koller. 2018. *Language in Business, Language at Work*. Palgrave McMillan.

## Course content-related study coaching

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

## Assessment moments

end-of-term and 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

Oral assessment

## Examination methods in case of permanent assessment

Assignment

## Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

## Extra information on the examination methods

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>