

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<b>1. Course title:</b> in Polish / in English <b>Komunikacja w biznesie (jęz. angielski C1)</b> <b>Business Communication</b>	<b>2. Course code:</b> Number of ECTS credits: 4 Course completion mode: credit Course commenced / Year <div style="text-align: right;">2019/20</div>
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**3. Major:** E-Commerce

**4. Department of major coordinator:** Department of Market and Consumption

**5. Name of course instructor:**  
 Classes: dr Jolanta Łącka-Badura

**6. Department of course instructor:** Foreign Language Center

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures		
classes	30	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	30	
examination (hours)		

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year: 2019/20

Course commencement / Semester: 1

<b>9. Level of tertiary education:</b> II	<b>10. Course status:</b> <input type="checkbox"/> Compulsory for the major <input type="checkbox"/>
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**11. Course prerequisites**  
Compulsory:  
 Students are required to pass subject-specific tests aiming to assess the knowledge and competencies acquired in the course.  
 They are also obliged to submit/complete all the written and oral tasks assigned.  
Recommended:  
 Students are recommended to actively participate in all classes.

**12. Course objectives:**

1. To equip students with general knowledge of the communication process, styles and techniques, taking into account the specific nature of cross-cultural communication.
2. To develop students' business communication competence (at an upper-intermediate/advanced level of English), with particular focus on communication in the e-commerce sector.
3. To help students develop their communicative and linguistic behaviors appropriate for particular business-related situations (the style and tone of written and oral business communication in English, the language of persuasion).
4. To familiarize students with specialized English vocabulary/terminology related to marketing and e-commerce.
5. To develop students' business writing and correspondence skills.

**13. Teaching and learning methods:****A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	In-class activities	Thematic presentations, persuasive presentations, reading comprehension, discussions, business correspondence, communicative/language activities	13	
2.	Multimedia-assisted activities	Comprehending, analyzing, summarizing authentic audio-video materials; communicative activities based on the materials	7	
3.	Multimedia-assisted interactive lectures	Lectures involving students participation and interaction	5	
4.	Test tasks and exercises	Students do exercises designed to facilitate the acquisition of communicative techniques, the use of appropriate style and tone, the development of linguistic competence	5	
Total			AS: 30	AN:

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Students' own work	1. Reading and analyzing texts, note taking, summarizing, learning specialized vocabulary, listening to/watching authentic audio-video materials in English 2. Students' own work - preparing documents, presentations, correspondence, using the available literature, the Internet, dictionaries	40	
2.	Test tasks and exercises	Students' own work on test tasks and exercises designed to facilitate the acquisition of communicative techniques, the use of	30	

		appropriate style and tone, the development of linguistic competence		
3.				
...				
Total			BS: 70	BN:

Total AS+BS = 100

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN = 0

Examination (E) = 0

Total AN+BN+E = 0

**14. Key words:** verbal communication

**15. Course content:**

(THE COURSE CONTENT IS COVERED THROUGHOUT TWO SEMESTERS)

Theoretical aspects of communication:

1. Communication - concept, process, participants.
2. Models and channels of communication.
3. Communication styles, strategies and techniques.
4. Noise and barriers to communication.
5. The role of cultural differences in communication.
6. Specific nature of business communication.

Topics and contexts of exercises designed to develop students' communicative competence in English:

1. Communication and business relationships, with particular emphasis on
  - marketing and advertising communication
  - customer relationship communication
  - Internet/social media communication
2. Verbal messages as instruments of influence, specific nature of persuasive communication in English.
3. Designing business related texts (written and oral), including offers, emails, memos, reports, presentations, negotiations, persuasive dialogues.
4. Selected topics in grammar, lexis, style, at C1 level of English language competence (according to the Common European Framework of Reference for Languages).

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W04	Knows and thoroughly understands the concept and specific nature of business communication in the contemporary world, with particular focus on English language communication in the e-commerce sector.	Assessment of various forms of written assignments prepared individually or in group	
<u>Skills</u>			
ECe2_U05	Is capable of communicating professionally in the business environment, including social media communication, making use of specialized English terminology related to e-commerce, as well as the appropriate communicative styles and techniques.	Assessment of various forms of written assignments prepared individually or in group; assessment of presentations and other	Samples of student written work, oral communication/ presentation drafts

		forms of oral communication.	
ECe2_U07	Demonstrates language competence in English for business and economics at B2+ level, according to the Common European Framework of Reference for Languages.	Verification based on test; assessment of written work and oral communication, assessment of participation in group work	Samples of student written work, oral communication/ presentation drafts
<u>Social competences</u>			
ECe2_K01	Performs systematic self-assessments of own communication and language competencies, both in text reception and production; is capable of developing and enhancing the competencies.	Verification of the ability to self-assess and enhance communication and language competencies	Samples of student tests and written work

### 17. Methods for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written tests	Multiple choice tasks, open questions, writing tasks, paraphrasing and completion tasks, etc. (use of course books not allowed)	60,00%
2.	Other methods	Various forms of oral communication, e.g. presentations, oral tests	20,00%
3.	Writing tasks (use of course books allowed)	Various forms of written work (use of course books and dictionaries allowed)	10,00%
4.	Participation in class activities	Active participation in class activities	10,00%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

### 18. Reading list

Mandatory reading:

#### Selected topics/units:

C. Hamilton 2010 *Communicating for Results: A Guide for Business and the Professions*, Cengage  
C. L. Bovée, J.V. Thill, 2012, *Business Communication Today*, Pearson.  
J. Allison, R. Appleby, E. de Chazel, 2013, *The Business 2.0 Advanced*, Macmillan  
J. Allison, J. Townend, P. Emmerson, 2013, *The Business 2.0 Upper-intermediate*, Macmillan  
B. Dignen *Communicating across cultures*  
P. Emmerson, 2009, *Business Vocabulary Builder*, Macmillan  
P. Emmerson, 2013, *Email English, 2nd edition*, Macmillan

General and specialized dictionaries (monolingual and bilingual)

**Suggested reading:**

- B. Mascull, 2008, *Business Vocabulary in Use - Advanced*. CUP.  
B. Mascull, 2010, *Business Vocabulary in Use - Intermediate*. CUP.  
M. Powell, 2011, *Presenting in English*  
I. MacKenzie, 2005, *Management and Marketing*, Hueber

Internet sources

**19.** Language of instruction: English

**20.** Course instructors' recommendations: -----