

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	1105106	SEMESTER OF STUDY	1
COURSE TITLE	BUSINESS ENGLISH		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		4 (3+1)	5
COURSE UNIT TYPE	General Background Course		
PREREQUISITES :	Knowledge of General English at B level (CEF)		
LANGUAGE OF INSTRUCTION/EXAMS:	English (Intermediate to upper-intermediate level)		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/view.php?id=72		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of this course is to provide students with essential reading and writing skills in Business English that will enable them to function effectively in a variety of academic and professional settings.</p> <p>Upon successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> • read efficiently textbooks, reference material and other sources written in English; • use key terms and expressions in the subject area; • decode and reproduce academic texts from English to Greek and Greek to English; • compose a range of business documents, such as letters, memos and reports, employing appropriate business formats; • write academic essays, that contain a clear thesis, unified coherent paragraphs and relevant supporting details, supported by assigned readings, with proper citation; • prepare and deliver multimedia business presentations.
General Skills
The course also aims to

- familiarize students with the behavioural codes of different cultures;
- engage students in collaborative learning through group work;
- encourage individual work.

3. COURSE CONTENT

Academic Readings

The 13 week syllabus includes the following specialized topics:

- Management Functions
- Management Roles
- Human Resources Management
- Motivation in the Workplace
- Marketing Strategy
- Advertising
- Business in the Global Environment
- The Role of National Culture
- Economics and the Business Environment
- The Market Mechanism
- Money and the Monetary system
- Forms and Types of Business Organizations
- Financial Management
- Planning and Control
- Sources of Capital

Writing Skills

- Structuring and organizing expository texts
- Structuring an argument
- Methods of paragraph development (example, cause and effect, process analysis, comparison and contrast, classification)
- Describing factual information presented in graphical form
- Writing abstracts and summaries

Business skills practice includes:

- Letters of application for a job/course & CV writing
- Reports and letters on business situations (inquiries, offers, orders and order acknowledgements, payment and reminders, complaints, travel arrangements)
- Questionnaires
- Business meetings
- Business negotiations
- Business presentations

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class lecturing
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (MOODLE)#

TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Workshops	13
	Preparation of Individual Project	20
	Independent and Directed Learning	53
	TOTAL	125
ASSESSMENT METHODS	<ul style="list-style-type: none"> ○ Final Examination (80%) Questions on text comprehension, terminology, and use of English (based on the material discussed in class) <i>Task types:</i> <ul style="list-style-type: none"> -Multiple choice questions or true/false questions - Cloze test - Short answers -Summary - Translation -Paragraph writing ○ Project (20%) PowerPoint presentation and script on a topic approved by the instructor, related to economics, management , or marketing. 	

5. COURSE MATERIAL

- Koutsoyanni, E. (2013) *Business and Money Matters in English*. Athens: Synchroni Ekdotiki.
- Koutsoyanni, E. (2008) *Writing Skills for Academic and Professional Purposes*. Course notes.
- Koutsoyanni, E. (2013) *A Guide to English Grammar and Usage*. Course notes.
- Gore, S. (2011) *English for Marketing and Advertising*. Oxford university Press. [Online]
Available at:
[ebookey.org/Express_Series_English_forMarketing_and Advertising_studen_121002P.html](http://ebookey.org/Express_Series_English_forMarketing_and_Advertising_studen_121002P.html)
- Selected material from various sources (textbooks, newspaper articles, journals, brochures, advertisements, etc.)