COURSE OUTLINE

1. GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>BUSINESS AND ECONOMICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTMENT</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>DIVISION</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>LEVEL OF STUDY</td>
<td>UNDERGRADUATE</td>
</tr>
<tr>
<td>COURSE UNIT CODE</td>
<td>1105106</td>
</tr>
<tr>
<td>SEMESTER OF STUDY</td>
<td>1</td>
</tr>
<tr>
<td>COURSE TITLE</td>
<td>BUSINESS ENGLISH</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSEWORK BREAKDOWN</th>
<th>TEACHING WEEKLY HOURS</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures and Workshops-Project Work</td>
<td>4 (3+1)</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSE UNIT TYPE</th>
<th>General Background Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREREQUISITES</td>
<td>Knowledge of General English at B level (CEF)</td>
</tr>
<tr>
<td>LANGUAGE OF INSTRUCTION/EXAMS:</td>
<td>English (Intermediate to upper-intermediate level)</td>
</tr>
<tr>
<td>COURSE DELIVERED TO ERASMUS STUDENTS</td>
<td>Yes</td>
</tr>
<tr>
<td>MODULE WEB PAGE (URL)</td>
<td><a href="http://moodle.teipir.gr/course/view.php?id=72">http://moodle.teipir.gr/course/view.php?id=72</a></td>
</tr>
</tbody>
</table>

2. LEARNING OUTCOMES

Learning Outcomes

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.

Upon successful completion of this course students will be able to:

- 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

<table>
<thead>
<tr>
<th>MODE OF DELIVERY</th>
<th>In-Class lecturing</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</td>
<td>Support of the learning process through the LMS platform of PUAS (MOODLE)</td>
</tr>
</tbody>
</table>
TEACHING METHODS

<table>
<thead>
<tr>
<th>Method description</th>
<th>Semester Workload</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>39</td>
</tr>
<tr>
<td>Workshops</td>
<td>13</td>
</tr>
<tr>
<td>Preparation of Individual Project</td>
<td>20</td>
</tr>
<tr>
<td>Independent and Directed Learning</td>
<td>53</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>125</strong></td>
</tr>
</tbody>
</table>

ASSESSMENT METHODS

- **Final Examination** (80%) Questions on text comprehension, terminology, and use of English (based on the material discussed in class)
  
  Task types:
  - 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

  ebookee.org/Express_Series_English_forMarketing_and_Advertising_studen_121002P.html
- Selected material from various sources (textbooks, newspaper articles, journals, brochures, advertisements, etc.)