

Bachelor in Communication sciences and culture

Course title:	English Language – Business English
Course year:	3
Semester:	1
Course code:	17253
Scientific sector:	L-LIN/12
Lecturer:	Prof. Gatti Maria Cristina MariaCristina.Gatti@unibz.it
Module:	/
Lecturer other module:	/
Credits:	
Total lecturing hours:	45
Total Hours of availability for students and tutoring:	18
Office hours:	from Monday to Friday on request
Attendance:	according to the regulation
Teaching language:	English
Propaedeutic course:	none
Course description:	<p>This course takes a practical approach to the subject areas of both language and business. The bridge between the two areas is provided by teaching units centered around the themes of international communication and professional discourse/leadership. Specifically, the course will deal with topics with a focus on business such as public relations, marketing, branding, corporate communication in the digital era, leadership styles, management strategies, as well as topics with a focus on language such as multimodal communication, branding narratives, personal and professional communication in corporate environments, rhetoric in leadership styles, the role of non-verbal communication in managing people at the workplace, the pragmatics of job interviews, self-branding, impression management in job applications, the mission statement, the language of presentations and entrepreneurial pitches.</p>
Specific educational objectives:	<p>Students will gain a theoretical knowledge and understanding of the English language, how it works in society and organisations, and its role in the world of business today.</p>
List of topics covered:	<ul style="list-style-type: none"> • The role of language in business and at work • Communicating with stakeholders • Creating brand tone of voice • Corporate digital communication • Politeness • Handling business-sensitive situations • Strategies in crisis communication

	<ul style="list-style-type: none"> • Managing virtual teams • Metaphors of change • The language of conflicts • Diversity and inclusion at the workplace • The language of recruitment • The pragmatics of job interviews • Constructing employees through discourse • Socialization at work • The language of emails
Teaching format:	Lectures, small-group and class discussions, collaborative work, individual and/or group presentations, seminars, and independent work
Learning outcomes:	<p>Students will be involved in lectures, seminars, tutorials, small-group work, and independent study. Many of the lessons will be in workshop format, alternating theoretical input with practical analysis, and allowing students to test out their understanding in discussion with other students. There will be also opportunities for group and collaborative work.</p> <p>Knowledge and understanding</p> <ul style="list-style-type: none"> • Understanding of the specificity of a business context and the requirement for effective communication • Knowledge of various business communication strategies • Knowledge of English that is used in a business and trade environment <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> • Ability to recognize the various styles and adjust your approach accordingly • Ability to use business specific vocabulary and grammar in a particular business setting • Ability to negotiate various business settings through interpersonal and communication skills <p>Making judgements</p> <ul style="list-style-type: none"> • Ability to understand and evaluate arguments • Ability to analyze a business setting and adjust accordingly <p>Communication skills</p> <ul style="list-style-type: none"> • Ability to participate in focused discussion using an appropriate language • Ability to communicate clearly and effectively • Ability to give effective presentations <p>Learning skills</p> <ul style="list-style-type: none"> • Explore a range of genres in stakeholder communication using discourse and multimodal analytic techniques • Apply different theories to analyse brand narratives • Apply the framework of audience design to analyse or create messages online • Identify and apply a range of communication strategies that could be used in business-sensitive situations • Identify and apply linguistic strategies for evaluation and mitigation
Assessment:	<p>Assessment is through a combination of written and oral exams, coursework, presentations, small-group discussions, written and oral exercises.</p> <p>The final examination is in oral modality.</p>

<p>Evaluation criteria and criteria for awarding marks:</p>	<p>Students' work will be evaluated based on all writing assignments/exercises, presentations, and participation in class discussion. They will demonstrate the knowledge and understanding of the topics covered during the course. Evaluation criteria are rated as follows: Class participation, discussions and group presentations: 30% Written exercises and assignments: 50% Final presentation: 20%</p>
<p>Required readings:</p>	<p>Textbook: Darics Erika and Koller Veronika (2018). <i>Language in business, language at work</i>. London: Palgrave, Macmillan Publishers Ltd.</p>
<p>Supplementary readings:</p>	<p>Additional material will be distributed to the students during class</p>