Hanze

Course: International Business Communication 101 credits: 5

Course code	LBVP22BUC1C
Name	International Business Communication 101
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	M. Abdul Rahim
Modes of delivery	Education
Assessments	assignment - Portfolio assessment

Learning outcomes

Business Reports. Students can:

- understand the fixed sections of a business report and its contents
- formulate a correct and effective statement of objective or purpose statement
- identify weaknesses of the above-mentioned sections and suggest improvements
- (re) write a correct introduction, methodology, conclusion, recommendations and an executive summary
- formulate SMART recommendations
- understand the basics of APA style Referencing and how to create in-text citations and reference lists.
- integrate sources by using ‘quoting’, ‘paraphrasing’, ‘summarizing’ and using in-text citations in line with APA 7
- apply the basics of APA style referencing and create in-text citations and reference lists
- analyse the strengths and weaknesses of a business report applying the aforementioned learning outcomes

Business reports: language and structure. Students can:

- apply structured writing in a consulting report by observing paragraph structure; transitions and linking to create coherence and unity.
- understand paragraphing and can write transitions between and inside paragraphs.
- use and formulate formal business English by applying grammar
- and vocabulary rules: using passive voice; avoiding phrasal verbs and broad vocabulary; avoiding wordiness; avoiding contractions and personal pronouns.
- identify informal language and correctly improve this. - understand hedging and how to apply this in business report writing.

Business presentations. Students can:

- structure a presentation effectively into the appropriate 3 components/sections
- formulate a statement of objective to structure the presentation
- use the appropriate presentation technique and behaviour to deliver an effective professional business presentation
- design and use (audio)visual support as part of an effective professional presentation
- use professional presentation language
- orally describe a complex graph pertaining to a product life cycle and sales figures to professionals, while using the specific graph language required.
- provide (constructive) peer feedback to fellow presenters
- critically reflect on their presentation performance

Content

Business Report writing:

Students will know how to organise sources, using APA, and how to integrate these in business reports. In addition, students will learn how business reports are built up and structured and written, using formal business English. Report writing can contribute to strategic themes of sustainability, global mindset, and entrepreneurship. Integrating with the business consulting project, students research and describe innovative solutions to sustainability challenges, related to the ban of sales new petrol and diesel cars. Overall, this can promote critical thinking, effective communication, collaboration, and creativity, and allow students to apply these skills to real-world challenges.

Presenting:

Students present, as an independent entrepreneur, (a niche) product and its expected sales projection and can present this professionally to potential investors. Students use professional business English and apply the presentation style and structure addressed, while using appropriate (audio) visual material. Students who learn to present their ideas in a clear and concise manner can effectively communicate with diverse audiences and work collaboratively with people from different backgrounds and cultures. This can enhance their global mindset and facilitate their ability to work in international contexts.

Included in programme(s)

International Business 4 Year

School(s)

International Business School

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