

Vak: International Business Communication 101

credits: 5

Vakcode	LBVP22BUC1C
Naam	International Business Communication 101
Studiejaar	2022-2023
ECTS credits	5
Taal	Engels
Coördinator	S. Orgiu

Werkvormen	Onderwijs
Toetsen	assignment - Portfolio assessment

Leeruitkomsten

The student can:

- Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience

PLOs:

- WW4.1

Inhoud

At the end of this course, successful students will be able to:

- identify and explain the mandatory sections of a business report
- analyse the strengths and weaknesses of a business report
- understand the basics of APA, 6th edition referencing
- integrate sources by quoting, paraphrasing, summarizing and using in-text citations in line with APA 6th edition
- correctly build a reference list, using APA 6th edition
- formulate a correct statement of objective or purpose statement
- (re-)write a correct introduction, methodology, conclusion, recommendations and an executive summary
- use linking words and transitions to logically connect the content of a business report
- demonstrate the ability to use
- punctuation correctly in a business report
- use formal written business English (in a report)

Speaking: successful students will be able to:

- structure a business presentation
- deliver a professional business presentation, using correct and formal business English at B2.2 level (CEFR).
- draw up an agenda in preparation of a business meeting
- hold a professional and effective business meeting in an English-language environment using the appropriate structure, phrases, and idioms, at B2.2 level (CEFR)
- Write the associated minutes of the meeting, using correct layout, English and formal business vocabulary.

Opgenomen in opleiding(en)

International Business 4 Year

School(s)

International Business School

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