



Faculty of Arts and Social Sciences
English

Syllabus

Applied Business Communication

Course Code:	ENGA1B
Course Title:	Applied Business Communication <i>Praktisk affärskommunikation</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:
ENA (English)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2017-03-14, and is valid from the Autumn semester 2017 at Karlstad University.

Prerequisites

General admission requirements and completed ENGA1E Business English I, 15 ECTS cr, or equivalent.

Learning Outcomes

Upon completion of the course, students should be able to

1. author a target audience-oriented business process description in English,
2. author applications for an international job market in English,
3. draw up a business or investment proposal in English, directed to international investors or entrepreneurs, in cooperation with others, and
4. plan and deliver an oral presentation in English, clearly adapted to a target audience in the business area, in cooperation with others.

Content

The aim of the course is that students further develop their skills in international business communication in English with an emphasis on processes, job market, projects and cooperation.

Course meetings focus on oral interaction and presentation exercises in pairs, small groups and whole-class settings. Between meetings students are responsible for working continuously in groups or individually on developing their writing and vocabulary in the business area, supported by teacher guidance and feedback on hand-in assignments, indicated sections in textbooks and other recommended study material provided or made available in Itslearning (or similar platform).

All instruction, supervision and course-related communication take place in English.

Reading List

See separate document.

Examination

Learning outcomes 1 and 2 are assessed on the basis of written individual hand-in assignments.

Learning outcome 3 is assessed on the basis of a written group assignment.

Learning outcome 4 is assessed on the basis of an oral group presentation in a form that makes individual assessment possible.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.