



Faculty of Arts and Social Sciences  
English

## Syllabus

### Applied Business Communication

<b>Course Code:</b>	ENGABC
<b>Course Title:</b>	Applied Business Communication <i>Praktisk affärskommunikation</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has only upper-secondary level entry requirements (G1N)

**Major Field of Study:**  
ENA (English)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2026-02-24, and is valid from the Autumn semester 2026 at Karlstad University.

#### Prerequisites

General entry requirements.

#### 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. prepare a business or investment proposal in English aimed at international investors or entrepreneurs, and
4. plan and deliver an oral presentation in English, clearly adapted to a specific target audience in the business sector.

#### Content

The aim of the course is for students to 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 written assignments, indicated sections in textbooks, and other recommended study material provided or made available in the learning platform.

All instruction, supervision, and course-related communication are conducted in English.

#### Reading List

See separate document.

#### Examination

Learning outcomes 1 and 2 are assessed based on individual written assignments.

Learning outcome 3 is assessed based on a written group assignment.

Learning outcome 4 is assessed based on an oral group presentation.

Submissions and presentations for assessment must clearly indicate individual contributions.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented

disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

**Grades**

One of the grades Pass with 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.