Introductory International Business Communication  
- 7.5 credits - Course syllabus

**Course code:** EN601U  
**Level:** Basic level  
**Subject group:** (EN1)  
**Area code:** English (ENA)  
**Educational area:** Humanities 100%  
**Main field of study:** English  
**Proportion of placement:** -  
**Swedish title:** Introduktion till internationell kommunikation i engelska  
**Decision:** Approved by the board 2012-01-09. Valid from 2012-01-12  
**Reference number:** U2012-242-46

**General information**

This is a compulsory course for the fulfilment of the graduation requirements for the Degree of Bachelor of Science in Business Administration and Economics. The course is also offered as a single contract teaching course. The course is offered as commissioned and university located in the daytime.

**Level of study**

G1N First cycle, has only upper-secondary level entry requirements

**Entry requirements**

General entry requirements

**Aim**

The purpose of the course is to give an introduction to international business communication. This basic course offers the students an opportunity to learn basic language skills, basic business English vocabulary, business communication skills such as letter and report writing and presentational skills.

**Content**
Basic Language Skills – covering basic grammar and sentence structure, and basic business English vocabulary.  
Presentational Skills – covering in-class practice as well as increasingly demanding individual and group presentations.

**Intended learning outcomes**

*Knowledge and understanding*

On completion of the course the students should
• able to describe how the English language used in various business situations such as meetings, negotiations and presentations (1).

*Skills and abilities*

On completion of the course the students should
• be able to present business documents (standard letters and memos) (2)
• be able to prepare and deliver a group presentation on a business related subject (3)
• be able to read, understand, summarize and discuss articles in English on business related topics from business magazines and scientific journals (4)
• be able to write a short essay on a business related subject (5)
• have a working knowledge of business words and phrases and basic English grammar (6).

*Judgement and approach*

On completion of the course the students should
• be able to critically assess their own texts, and the texts of others and make suggestions for improvements (7)
• be able to critically assess their own presentational skills (8).

**Implementation**

Lectures, seminars and group assignments and individual assignments.

**Examination – tests and forms**

The examination in the course is based on individual written assignments, an individual written exam and a group presentation. On completion of the course students will receive Pass with honours, Pass or Fail grades. In order to receive a Pass with honours, the students must have achieved a Pass with honours on the individual written exam (3,5 credits) and the individual written assignments (3 credits) and a Pass on the group presentation (1 credit). In order to achieve a Pass, all parts must be accomplished with a passing grade.
Test 1: The individual written assignments (3 credits) will include business letters (work-shop), three in-class summaries and one short essay. Students will be graded on the Pass with honours.

Test 2: The group presentation (1 credit) will be evaluated through a group presentation on a business related topic. Students will be graded on a Pass or Fail basis.

Test 3: The individual written exam (3.5 credits) is compulsory, and students are offered two subsequent individual written re-exams. The individual written exam will be graded on the Pass with honours, Pass or Fail basis (1, 2, 4-7).

Course evaluation
Course evaluation is performed in accordance with guiding principles issued by the University College.

Decision
Approved by the board 2012-01-09. Valid from 2012-01-12.

Revisions
2012-08-23
Byte av kurslitteratur
Revision valid from 2012-08-23.

Transitional rules
A student admitted in accordance with this syllabus is entitled to be assessed according to the terms set down in it one (1) year after it has ceased to apply, i. e. when it has been replaced by a new syllabus or the course has been discontinued. A student who has not passed the course within one year of the date when the syllabus ceased to apply can, within another two years and subject to approval by the examiner, be offered further examination opportunities in accordance with a course syllabus deemed very similar to that of the discontinued course. However, the examination opportunities offered must only involve a marginal increase in the resources used. Subsequently, the student can only receive a certificate of passed course components.

Literature
The literature list is subject to change up to a month before course start.

Course literature list is available for loan or download at the library (http://www.hkr.se/library/). Talking books for students with reading impairment are searchable and downloadable in Legimus (http://www.legimus.se/102610/engelska-english).


• *One of the following dictionaries: Collins COBUILD dictionary, Longman dictionary of contemporary English, Oxford advanced learner’s dictionary.*

Kompendium av samlat informationsmaterial (ca 50 sid).