



## COURSE SYLLABUS

# Business and Academic Communication 1, 7.5 credits

*Business and Academic Communication 1, 7,5 högskolepoäng*

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<b>Course Code:</b>	EGAG13	<b>Education Cycle:</b>	First-cycle level
<b>Confirmed by:</b>	Council for Undergraduate and Masters Education Jan 4, 2013	<b>Disciplinary domain:</b>	The humanities
<b>Revised by:</b>	Council for Undergraduate and Masters Education Jun 17, 2016	<b>Subject group:</b>	EN1
<b>Valid From:</b>	Aug 22, 2016	<b>Specialised in:</b>	G1N
<b>Version:</b>	5	<b>Main field of study:</b>	English
<b>Reg number:</b>	IHH2016/2476-313		

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. demonstrate knowledge and understanding in business and academic communication
2. identify features of written academic and business texts
3. use appropriate referencing and in-text citation
4. adapt content to suit different audiences and purpose
5. identify the need for further knowledge and ongoing learning

Skills and abilities

6. demonstrate an ability to present and discuss information, solve problems and offer solutions in speech and writing, and in dialogue with different audiences, including from other cultures
7. prepare, structure and write academic papers, using academic style
8. prepare, structure and write business texts using appropriate style and layout
9. prepare, plan, deliver and evaluate oral presentations
10. develop fluency and accuracy in speaking and writing

Judgement and approach

11. using genre-based approach: to identify and apply features of spoken and written communication in academic and business contexts
12. by reflecting on effectiveness of communication occurring in different groups
13. by reflecting on personal skills development

### Contents

- Academic and business writing
- Comprehension of specialized professional texts
- Oral presentations

### Type of instruction

Lectures and seminars

Compulsory and active participation required on the practically oriented sessions. Absence can only be compensated for by attendance at a specified session in another English course (within 12 weeks) or, by choice, the next time the course runs.

The teaching is conducted in English.

### Prerequisites

General entry requirements. Exchange students and free-movers accepted to the study programme are exempted from general entrance requirements in Swedish.

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The examination consists of written and oral group and individual assignments for both business communication and academic communication, and an individual written assignment, submitted by the due dates.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another

student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

## **Course literature**

### Literature

- Oxford Grammar for EAP with answers, Ken Paterson, Oxford University Press, 2013. ISBN 978-0-19432999-6
- Online Resources

### Recommended literature:

- Business English Handbook Advanced. Paul Emmerson, Macmillan, 2007. ISBN 978-1-4050-8603-5