BUSINESS ENGLISH AND INTERCULTURAL COMMUNICATION

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Business Administration and Tourism		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0800.1.007.0	**SEMESTER**	
COURSE TITLE	Business English and Intercultural Communication		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
	4	5
Total	**4**	**5**

COURSE TYPE general background, special background, specialised general knowledge, skills development	Compulsory
PREREQUISITE COURSES	A minimum of B2 level English language proficiency (CEFR).
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English)
COURSE WEBSITE (URL)	https://eclass.hmu.gr/courses/BAT196/

2. LEARNING OUTCOMES

Learning outcomes

EXPECTED LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

1. **communicate** effectively in English in academic, professional and business contexts, using appropriate linguistic and communicative strategies;
2. **use** business and professional English terminology accurately in spoken and written communication;
3. **analyse** authentic academic and business texts and **extract** relevant information using appropriate reading and listening strategies;
4. **produce** clear, coherent and appropriately structured professional documents, including business correspondence, emails, CVs and cover letters;
5. **deliver** effective oral presentations and participate confidently in discussions, meetings and networking situations;
6. **apply** key principles of **intercultural communication** to communicate appropriately and effectively with people from diverse linguistic and cultural backgrounds;
7. **demonstrate intercultural awareness, cultural sensitivity and respect for diversity** by recognising how cultural values, beliefs and communication styles influence professional interactions;
8. **collaborate** effectively in multicultural teams, demonstrating professional etiquette, critical thinking and effective interpersonal communication skills.

General Competences

GENERAL COMPETENCES

- **Communicate effectively** in **English for Academic Purposes (EAP)** and **English for Specific Purposes (ESP)** across academic, professional and intercultural contexts.
- Demonstrate **academic literacy** and effective discipline-specific communication skills.
- Apply **critical thinking**, analytical reasoning and problem-solving in academic and professional communication.
- Demonstrate **intercultural competence**, **global citizenship** and respect for cultural and linguistic diversity.
- Work collaboratively and professionally in **multicultural** and **multidisciplinary** environments.
- Demonstrate **digital and information literacy** in academic and professional communication.
- Apply **ethical**, **inclusive** and **responsible communication** practices.
- Demonstrate **independent learning**, **reflective practice** and a commitment to **lifelong learning** and continuous professional development.

3. SYLLABUS

COURSE CONTENT

Business English and Intercultural Communication I (Winter Semester)

Business English and Intercultural Communication I is an undergraduate **English for Academic Purposes (EAP)** and **English for Specific Purposes (ESP)** course designed to develop students' academic, professional and intercultural communication skills through authentic learning materials and task-based activities.

The course covers the following thematic areas:

- **English for Academic Purposes (EAP):** academic reading, listening, note-taking, summarising and presentation skills.
- **English for Specific Purposes (ESP):** business, management and tourism terminology in academic and professional contexts.
- **Academic literacy:** discipline-specific vocabulary, academic conventions and effective communication strategies.
- **Business and organisational concepts:** organisational structures, sectors of the economy, entrepreneurship, management and marketing.
- **Professional communication:** business correspondence, professional emails and workplace communication.
- **Employability skills:** CVs, cover letters, LinkedIn profiles, networking and career communication.
- **Intercultural communication:** communication across cultures, professional etiquette and collaboration in multilingual and multicultural environments.
- **Transferable skills:** critical thinking, teamwork, oral presentations, active listening and digital communication.

Business English and Intercultural Communication II (Spring Semester)

Business English and Intercultural Communication II builds upon the knowledge and skills acquired in the first semester and further develops students' academic, professional and intercultural communication competence in international business environments.

The course covers the following thematic areas:

- **Advanced professional communication:** presentations, public speaking, meetings, negotiations and workplace interaction.
- **Business writing:** reports, memos, formal correspondence, professional emails and business documentation.

- **Data interpretation and presentation:** describing graphs, charts, trends and business data using appropriate terminology.
- **Intercultural communication:** global business communication, intercultural awareness and communication across diverse professional environments.
- **Professional communication in business and tourism:** hospitality, tourism, accounting and banking terminology.
- **Career development:** job interviews, professional self-presentation, digital professional identity and international recruitment.
- **Critical communication skills:** problem-solving, decision-making and collaborative communication through case studies and authentic business scenarios.
- **Professional and transferable skills:** leadership, teamwork, ethical communication, digital literacy and lifelong learning.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.	DELIVERY MODE: Face-to-face teaching, supported by the University's e-Class learning management system. Blended learning approaches may be adopted where appropriate.
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	**USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)** • Use of the **eClass** platform for the dissemination of learning materials, announcements, assignments and communication with students. • Use of **PowerPoint presentations**, authentic digital resources, multimedia and online learning materials. • Integration of **audio-visual resources**, online corpora and authentic business communication materials. • Use of digital communication tools to support collaborative learning, presentations and professional communication. • Use of **AI-supported educational tools**, where appropriate, to enhance academic and professional communication while promoting responsible and ethical use.
TEACHING METHODS The manner and methods of teaching are described in detail.	
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	**STUDENT ASSESSMENT** Assessment consists of participation in selected classroom activities, an individual or group oral presentation in English on a topic related to the students' field of study, or a final written examination.

Activity	**Semester workload**
Lectures (52hs) - Interactive classroom activities, discussions, group work (25hs) - Independent study (18hs) - Preparation of coursework or oral presentation (15hs) - Preparation for the final examination (15hs)	125
Course total	**125**

5. ATTACHED BIBLIOGRAPHY

RECOMMENDED BIBLIOGRAPHY

1. **MacKenzie, I.** (2010). *English for Business Studies: A Course for Business Studies and Economics Students* (3rd ed.). Cambridge: Cambridge University Press.
2. **Talbot, F.** (2019). *How to Write Effective Business English: Your Guide to Excellent Business Communication*

(3rd ed.). London: Kogan Page.
3. **Duckworth, M.** (2019). *Business Result Upper-Intermediate* (2nd ed.). Oxford: Oxford University Press.
4. **Mascull, B.** (2010). *Business Vocabulary in Use: Advanced* (2nd ed.). Cambridge: Cambridge University Press.
5. **Corballis, T., Jennings, W., & McLisky, M.** (2019). *Αγγλικά των Επιστημών*. Nicosia: Broken Hill Publishers.
6. **Perdiki, F., & Malavitsi, Z.** (2018). *Economic and Business English in a Nutshell: A Coursebook for Specific and Academic Purposes for Students of Business Administration, Accountancy and Economics*. Thessaloniki: Ath. Alintzi Publications.

Additional Learning Resources

- Authentic business and academic texts provided through the University's eClass platform.
- Articles from international business newspapers and magazines (e.g. *Financial Times*, *The Economist*).
- Case studies, reports and multimedia resources selected by the instructor.
- Online dictionaries and corpora (e.g. Cambridge Dictionary, Oxford Learner's Dictionaries, British National Corpus).

Selected Journals

- *English for Specific Purposes*
- *ESP Today*
- *Journal of English for Academic Purposes*
- *Business Communication Quarterly*
- *Tourism Management*
- *International Journal of Hospitality Management*