BUSINESS ENGLISH AND INTERCULTURAL COMMUNICATION II

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Business Administration and Tourism		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0800.2.007.1	**SEMESTER**	2nd
COURSE TITLE	Business English and Intercultural Communication II		

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	Mandatory
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/BAT226/

2. LEARNING OUTCOMES

Learning outcomes

EXPECTED LEARNING OUTCOMES

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

- **Communicate confidently and effectively** in international academic and professional environments using appropriate linguistic, professional and intercultural communication strategies.
- **Deliver well-structured professional presentations** and use effective public speaking techniques in a variety of academic and professional contexts.
- **Interpret, describe and present** graphs, charts and other business data using appropriate business and academic English.
- **Compare major theories and models of intercultural communication** (e.g. Hall, Hofstede, Lewis, Byram and Spencer-Oatey) and recognise how cultural differences influence communication in professional contexts.
- **Communicate and collaborate effectively in multicultural learning environments**, demonstrating cultural awareness, professional etiquette and effective interpersonal communication skills.
- **Develop a professional digital identity** through effective LinkedIn profiles and other professional self-presentation materials.
- **Participate effectively in professional interviews, meetings and other workplace communication situations** through simulations and role-play activities.
- **Apply critical thinking, problem-solving and collaborative communication skills** in business and intercultural case studies and workplace communication tasks.

General Competences

GENERAL COMPETENCES

Students completing this course will develop the ability to:

- **Strengthen advanced academic, professional and intercultural communication skills** for international academic and workplace environments.
- **Develop effective presentation, public speaking and professional interaction skills** for academic and business communication.
- **Enhance intercultural communication competence** by recognising the influence of cultural differences on communication in international academic and professional contexts.
- **Strengthen employability skills** through professional self-presentation, digital identity, interview preparation and workplace communication.
- **Develop critical thinking, problem-solving and collaborative communication skills** in business and intercultural contexts.
- **Cultivate independent learning, reflective practice and a commitment to lifelong learning and continuous professional development.**

3. SYLLABUS

Business English and Intercultural Communication II is an undergraduate English for Academic Purposes (EAP) and English for Specific Purposes (ESP) course focusing on professional communication, intercultural awareness and employability in international academic and professional environments. Through presentations, workplace interaction and career-oriented activities, students strengthen the language, professional and interpersonal skills required for effective participation in multicultural academic and professional settings.

The course covers the following thematic areas:

- **Professional presentations and public speaking:** presentation planning and delivery, presentation design, public speaking techniques and audience engagement.
- **Professional communication:** meetings, meeting minutes, negotiations, professional emails and workplace interaction.
- **Business communication:** interpreting and presenting graphs, charts, trends and other business data using appropriate business English.
- **Intercultural communication:** major theories and models of intercultural communication (e.g. Hall, Hofstede, Lewis, Byram and Spencer-Oatey), cultural awareness, and communication in multicultural academic and professional environments.
- **Career development and professional identity:** job interviews, LinkedIn profiles, professional self-presentation and employability skills.
- **Business and tourism communication:** selected topics in tourism and hospitality, contracting with tour operators, and discipline-specific professional terminology.
- **Transferable skills:** critical thinking, problem-solving, collaboration, leadership and effective communication in multicultural environments.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.	Delivery Mode: Face-to-face

<table>
<tr><td>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students</td><td>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES
• Use of the e-class 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.</td></tr>
<tr><td>TEACHING METHODS
The manner and methods of teaching are described in detail.</td><td><table><tr><th>Activity</th><th>Semester workload</th></tr><tr><td>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)</td><td>125</td></tr><tr><td>Course total</td><td>125</td></tr></table></td></tr>
<tr><td>STUDENT PERFORMANCE EVALUATION
Description of the evaluation procedure</td><td>STUDENT ASSESSMENT
Erasmus+ students may choose between:
(a) active participation in selected classroom activities and an individual or group oral presentation in English on a topic related to their field of study; or
(b) a final written examination.</td></tr>
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5. ATTACHED BIBLIOGRAPHY

RECOMMENDED BIBLIOGRAPHY

Recommended Bibliography

1. Liu, S., Volcic, Z., & Gallois, C. (2023). *Introducing Intercultural Communication: Global Cultures and Contexts* (4th ed.). SAGE.
2. Chaney, L. H., & Martin, J. S. (2022). *Intercultural Business Communication* (6th ed.). Pearson.
3. Dubicka, I., & Rosenberg, M. (2021). *Business Partner C1*. Pearson.
4. Talbot, F. (2019). *How to Write Effective Business English: Your Guide to Excellent Business Communication* (3rd ed.). Kogan Page.
5. Corballis, T., Jennings, W., & McLisky, M. (2019). *Αγγλικά των Επιστημών*. 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*. Ath. Alintzi Publications.

Additional Learning Resources

- **Instructor-developed learning materials**, including lecture notes, presentations, worksheets, language activities, and supplementary resources.
- Authentic academic, business, and professional texts.
- Selected case studies, professional reports, and multimedia resources.

Selected Journals

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