

Tárgytematika / Course Description

Manager communication

NGB_IT116_1

Tárgyfelelős neve /

Teacher's name: dr. Szőke Júlia

Félév / Semester: 2015/16/2

Beszámolási forma /

Assesment: Beszámoló (háromfokozatú)

Tárgy heti óraszám /

Teaching hours(week): 0/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Overall aim: to develop course participants' business writing skills and equip them with useful expressions which they can use later when writing business letters and other documents in English.

Linguistic objectives:

- to develop business writing skills;
- to practise formal language used in modern business writing.

Expected outcomes:

After the course participants will

- possess knowledge about the structure, the rules and the language of modern Anglo-Saxon business writing;
- be able to take advantage of this knowledge in practice;
- be able to write business letters and design publicity materials.

TANTÁRGY TARTALMA / DESCRIPTION

Timing: 1 semester (spring), 4 lessons/week

Course contents/week:

1. Course description, course requirements. Introduction to manager communication.
2. Introduction to business writing.
3. The rules of modern business writing.
4. Business letters I. (confirmation, acknowledgement, enquiry)
5. Business letters II. (complaint, adjustment, circular letters, collection letters)
6. Recruitment correspondence I. (CV, application letter)
7. Recruitment correspondence II. (Contract, reference, letter of resignation)

8. Business email and fax messages
9. Memo, report
10. Publicity materials I. (newsletter, press release, notice)
11. Publicity materials II. (leaflet)
12. Publicity materials III. (small and display advertisements)
13. Forms and questionnaires
14. End-of-term test

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Course requirements

Prerequisite for end-of-term signature:

- attendance of lessons (not more than 3 missed double classes)
- homework
- end-of-term test

Assessment criteria:

- | | |
|--------------------|-----|
| · homework | 40% |
| · end-of-term test | 60% |

80-100%: excellent (5)

51-79%: satisfactory (3)

0-50%: insufficient (1)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Shirley Taylor (2005): *Communication for Business. A Practical Approach. 4th Edition.* Pearson, Essex. (Unit 4-10 and Unit 12-15).

Recommended reading:

McManus, Sue and Tennyson, Ros (2008): *Talking the Walk: A Communication Manual for Partnership Practitioners.* Available at: www.ThePartneringInitiative.org