

1. DATOS IDENTIFICATIVOS DEL CURSO

Título	Introduction to Business Communication
Centro de impartición	Facultad de Ciencias Económicas y Empresariales
Modalidad de impartición (presencial o a distancia)	Presencial
Créditos ECTS	2
Plazas ofertadas	20
Número de turnos	1
Cuatrimestre	2º
Fechas de impartición	Marzo 19, 24, 26 y 31. Abril 14, 16, 21, 23, 28 y 30.
Horario de impartición	17:00-19:00 horas
Idioma de impartición	Inglés

Profesores responsables	Nicholas manganas
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2. PERFIL DEL ESTUDIANTE AL QUE VA DIRIGIDO

Alumnos de la Universidad de Cantabria que necesitan reforzar su capacidad lingüística en inglés y quieren un enfoque especializado y dirigido hacia el mundo de la economía, las empresas, etc.

3. OBJETIVOS Y COMPETENCIAS A ADQUIRIR POR PARTE DEL ESTUDIANTE

Upon completion of this course, you should be able to:

1. **Describe** how the process of communication works.
2. **Identify** and **overcome** barriers to effective business communication.
3. **Recognize** the effects of technology, discrimination and cultural factors on business communication.

4. **Apply** theories and concepts underlying effective communication in business-related communication.
5. **Write** effective and appropriate letters, memos, emails, reports and proposals for business purposes.
6. **Prepare** and **deliver** oral business presentations effectively.
7. **Conduct** and **participate** effectively in business meetings.

4. CONTENIDOS DEL CURSO Y DESCRIPCIÓN DE LAS ACTIVIDADES FORMATIVAS

This course introduces you to the necessary communication knowledge you will need for writing business correspondence, delivering business presentations and participating in business meetings, and helps you develop the ability to communicate effectively in the modern business environment. It also acquaints you with theories of effective communication, and the effects of technology and cultural factors on business communication. Examples used in the course are taken from everyday working situations.

METHODOLOGY AND ACTIVITIES

The Introduction to Business Communication course is a practical subject where students learn how to think about different aspects of communication. Students will be put into groups where they will discuss different case studies and communicate their ideas to the class. Activities will include:

- Group work identifying break downs in intercultural communication
- Group work identifying problems in advertising and marketing campaigns for well-known brands
- Group work discussing how to make a business plan, including doing a SWAT analysis
- CV preparation

Job interview skills in English

Session Summary

SESSION	TOPIC
One	Intercultural communication I
Two	Writing your cv in english
Three	Intercultural communication II
Four	Doing business presentations in English
Five	Advertising and marketing I
Six	Making a business plan

Seven	Advertising and marketing II
Eight	Internal communication in business organizations
Nine	Job interview skills in english I
Ten	Job interview skills in english II

5. PROCEDIMIENTOS Y CRITERIOS DE EVALUACIÓN

Class Participation **40%**

Class participation will be assessed on a continuous basis. To achieve a good participation mark, students must:

- i. Attend class tutorials and individual tutorials.
- ii. Complete any activities set for students to complete in their own time.
- iii. Complete all activities set during class time.
- iv. Participate in class discussions

CV in English **30%**

Students have to submit their CV in English according to the requirements set in class.

Job Interview skills in English **30%**

Students will answer job interview questions in a mock interview with the teacher.

6. AULAS Y EQUIPAMIENTOS DOCENTES A UTILIZAR

Aula con ordenador, acceso a internet, audio y proyector.

7. FINANCIACIÓN PREVISTA

400 euros- Vicerrectorado de Internacionalización
 400 euros – Facultad de CC Economicas y Empresariales
 400 euros – Matrículas de los alumnos