

The Academic Board of Cand. negot. Studies

**English: Business Communication**

Engelsk: Erhvervskommunikation

Teaching language: English

Exam activity id: 7300652

Examination language: English

Periode: Autumn 2017

Grading: Internal grading

Assessment: Grade

Offered in: Odense.

Teaching activity id: 7300651

ECTS / weighting: 5

Approved: 15-12-2016

**Programmes:**

BA in Business, Language, and Culture - English, BA  
, mandatory. Offered in: Odense.

**Subject director:**

Associate Professor Cindie Aaen Maagaard, Department of Language and Communication

**Content - Key areas:**

Various theoretical and methodical prerequisites for analysing, planning and executing a series of communication tasks in relation to organisational communication are reviewed, with consideration given to genre conventions and the situational and cultural context. Starting with a brief introduction to communication models and based on a socio-cognitive approach to genre theory, various methods for the analysis of organisational communication are introduced, for example, genre theory and relevant pragmatic theory. On the strategic level students are introduced to themes such as strategic communication, image, identity and PR and on the practical level work is done on planning and production of a series of different genres such as press releases, newsletters, websites, blogs and social media profiles.

**Goals description:**

Teaching will be arranged with a focus on the central learning objectives for students as set out below. This will be supported by the chosen method of assessment, which will test and further students' knowledge, skills and competences in the following points:

**Knowledge and understanding**

The student must acquire knowledge and understanding of:

- communication models and theories, including knowledge and understanding of pragmatic and strategic communication
- theory on relevant genres in business communication and how texts are formed in these genres

**Skills**

The student must be able to

- apply theoretical knowledge to describe and analyse organisations' internal and external communication tasks, including being able to
- give an account of relevant genres' characteristics while referring to the situational and cultural context and the chosen medium/media, of the relations between sender and receiver and of the rhetorical strategies chosen
- reflect on the relations between medium, genre and text in relation to various sender and receiver groups
- translate these reflections into professionally formulated texts, i.e. in grammatically correct English with use of technical terminology and at a stylistically adequate level.

**Competences**

The student must be able to

- apply the above named skills in performing written communication assignments in a professional context
- reflect critically on choice of language and text type in relation to a closely defined receiver group and communication situation in a professional context
- provide a qualified response to colleagues' written productions.

**Time of classes:**

Class E1: Tuesday from 10 to 12

Class E2: Thursday from 10 to 12

Changes may occur.

**Scheduled classes:**

2 hours weekly in the 3rd semester  
Weighting: 5 ECTS

**Form of instruction:**

Lectures, discussion, workshops, individual supervision, student presentations and e-learning. Instruction is organised in such a way that it upholds the humanities model of active learning and stimulating teaching outlined in § 7. At the start of the course, the university teacher will inform the students about the organisation of study activities.

**Time of examination:**

In line with the Grading Scale Order and in consideration of the examination form and level of the BA in Business, Language and Culture 4th semester, emphasis is placed on the degree to which the student's presentation fulfils the above-mentioned objective description. Further emphasis in the assessment is placed on the degree to which the student masters the general competences outlined in § 2, especially points 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13 and 15.

**Literature:**

The syllabus comprises approx. 450 pages

**Form of examination:**

Duration: 24-hour restricted home assignment

Several participants: No.

Grading: Internal examination with one examiner

Assessment: 7-point grading scale. Part A weighted 50% and part B weighted 50% Neither of the two parts may be assessed below grade 02. Communication and grammatical correctness must be assessed as passed to pass the overall examination.

Weighting: 5 ECTS

**Supplemental information for the form of examination:**

Form of examination: Home assignment that is handed out and submitted digitally. One or more questions are posed that may take the form of a case. In the home assignment, the student must prepare a business-relevant text (part A) as well as (part B) account for their choices in part A, for example, by answering one or more questions on the reviewed text type's characteristic features and possible applications. The assignment is written in English.

**Comments:**

BA 2017