



COURSE SYLLABUS

Business and Academic Communication I, 7.5 credits

Business and Academic Communication I, 7,5 högskolepoäng

Course Code:	EGAG13	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Dec 18, 2013	Disciplinary domain:	The humanities
Revised by:	Faculty Programme Director Mar 14, 2014	Subject group:	EN1
Valid From:	Jan 13, 2014	Specialised in:	G1N
Version:	3	Main field of study:	English
Reg number:	IHH 2014/4215-122		

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. demonstrate knowledge and understanding in business and academic communication
2. identify features of written academic and business texts
3. use appropriate referencing and in-text citation
4. adapt content to suit different audiences and purpose
5. identify the need for further knowledge and ongoing learning

Skills and abilities

6. demonstrate an ability to present and discuss information, solve problems and offer solutions in speech and writing, and in dialogue with different audiences, including from other cultures
7. prepare, structure and write academic papers, using academic style
8. prepare, structure and write business texts using appropriate style and layout
9. prepare, plan, deliver and evaluate oral presentations
10. develop fluency and accuracy in speaking and writing

Judgement and approach

11. using genre-based approach: to identify and apply features of spoken and written communication in academic and business contexts
12. by reflecting on effectiveness of communication occurring in different groups
13. by reflecting on personal skills development

Contents

- Academic and business writing
- Comprehension of specialized professional texts
- Oral presentations

Type of instruction

Lectures and seminars

Compulsory and active participation required on the practically oriented sessions. Absence can only be compensated for by attendance at a specified session in another English course (within 12 weeks) or, by choice, the next time the course runs.

The teaching is conducted in English.

Prerequisites

General entry requirements. Exchange students and free-movers accepted to the study programme are exempted from general entrance requirements in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The examination consists of written and oral group assignments for both business communication and academic communication, and an individual written assignment, submitted by the due dates.

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Course literature

Literature

- Oxford Grammar for EAP with answers, Ken Paterson, Oxford University Press, 2013. ISBN 978-0-19432999-6
- Research. Improve your reading and referencing skills, Anneli Williams, Collins EAP, 2013. ISBN 978-0-00-750711-5

- Online Resources

Recommended literature:

- Business English Handbook Advanced. Paul Emmerson, Macmillan, 2007. ISBN 978-1-4050-8603-5