Objective

This subject aims to further develop those English language and communication skills required by students to communicate effectively in their future professional careers.

Learning outcomes

By the end of the subject, should be able to communicate effectively in professional contexts through
1. writing promotional literature related to products and services,
2. participating effectively in business meetings and negotiations,
3. planning, organising and delivering effective business presentations, and
4. writing descriptions and interpretations of business-related data.

To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, and provide support for stance and opinion.

Content

This syllabus is indicative. The balance of components, and the corresponding weighting, will be based on the specific needs of the students.

1. Registers of English
   Varieties of spoken and written English; importance of the appropriacy of register for any given situation; practice in writing in a variety of registers, for example promotional material, advertisements, manuals, brochures and technical papers; practice in speaking in a variety of registers, for example business meetings, social interaction in a professional setting, and work-related presentations.

2. Negotiation strategies
   Discussion techniques, arguments, debates, politeness strategies, and persuasive speaking; significance of non-verbal communication and the effects of cultural differences on communication.

3. Meetings
   Chairmanship and participation in meetings; practice in writing documents associated with formal meetings; practice in stating opinions, making recommendations, and expressing positive and negative viewpoints.

4. Reporting business-related data
   Selecting and using relevant data; organising ideas and information; describing tables and graphs; discussing and analysing data; maintaining coherence and
cohesion; adopting an appropriate style and layout in written reports; using verbal and non-verbal interaction strategies in oral presentations of data.

5. **Language development**

Throughout this subject, continuing attention will be paid to grammar, vocabulary and pronunciation.

**Teaching and learning approach**

The subject is designed to build upon the language and communication skills covered in the subject English in the Workplace. It underlines the need to be able to select suitable registers of English in particular contexts and concentrates on the strategies available to speakers and writers of English when communicating in a professional capacity. In order for students to be able to use English appropriately and successfully in their future professions, the coherent presentation of ideas and language will be emphasised.

The study method is primarily seminar-based. Activities include teacher input as well as individual and group work involving discussions, simulations, mini-presentations, project work, and drafting and evaluation of texts. Students will be referred to information on the Internet and the ELC’s Centre for Independent Language Learning.

Learning material from the English Language Centre will be used throughout the course. Additional reference materials will be recommended as required.

**Assessment**

Continuous assessment: 100%

Students’ oral and writing skills are evaluated through assessment tasks related to the learning outcomes. Students are assessed on the accuracy and the appropriacy of the language used in fulfilling the assessment tasks, as well as the selection and organisation of ideas.

**Indicative references**


advertising, sales and marketing, and business communication. Boston: Pearson/Ally and Bacon.


