

## **BASIC BUSINESS COMMUNICATION**

Levels B1, B2, C1, C2

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Business Communication course is designed to introduce students to the fundamental principles of communication required in a business environment. Communication concepts and skills essential for business success will be reviewed, discussed, and practiced throughout the course.

The course addresses the following issues:

- Describing company structure and organization
- Analyzing different Internal company cultures and management styles (employees' adaptation/integration)
- writing memos and holding meetings
- addressing typical problems arising from communication between the managers and the employees.
- Being polite and diplomatic in writing, focusing on proper grammar and vocabulary
- writing reports
- Adopting the right language in negotiations
- Evaluating performances

. This interactive course will include a variety of teaching methods and media such as audio/video for listening practices, discussions, exercises, simulations, case studies, business mazes, business articles and grammar revision.

### Methods of Evaluation

**Objective:** This is an interactive class where students are expected to maximize their learning experience, challenge themselves, actively participate, and have fun. Student performance will be evaluated as follows:

- **Attendance and Participation:** Students are expected to arrive on time and actively participate in every session. If you cannot make a session due to a conflict or emergency, you need to notify the instructor in advance. Your grade will be affected if you are late or absent more than 2 days.
- **Homework:** Weekly homework assignments linked to the class presentation and readings will be provided. You should complete these in groups or individually.
- **Final Project:** Team members will develop two special projects. A paper addressing a business communication issue and a presentation on a company case study concerning a business communication challenge and solution.

### Evaluation Percentages

Participation (Attendance – 10%, Homework – 10%)..... 50%  
Final Project (Paper – 20%, Presentation – 30%)..... 50%