

ENGL 205 Business Communication

ENGL 205 is designed to develop the English language skills needed to perform effectively in the current global marketplace. The course builds confidence in communicating orally and in writing in various business contexts, explains essential business vocabulary, and teaches the 21st Century skills essential for success in today's workplace.

(Pre-requisites: None)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate awareness of the impact of social and cultural differences on international business communication
2. Explain the seven soft skills for success in the workplace
3. Use business vocabulary appropriately in various business contexts
4. Employ oral communication strategies effectively in different business contexts
5. Apply rhetorical methods and conventions in different genres of business correspondence
6. Negotiate effectively in different business scenarios

Textbook & Course Materials:

- Canavor, N. (2019). *Business writing today: A practical guide* (3rd ed.). Sage Publications.

Course Content:

1. Components of the communication model
2. Business & professional communication contexts
3. Barriers to communication
4. Types of business writing (instructional, informational, persuasive, and transactional)
5. Business correspondence (emails, letters, memorandums)
6. Business (factual) reports
7. Business case analysis
8. Business vocabulary
9. The stages of the job seeking process
10. Résumés, CVs, & cover letters
11. Successful job interviews
12. Interview Simulations
13. Meeting Simulations
14. Verbal vs. nonverbal communication
15. Business presentation skills