

Module/Course Handbook

English for Business Communication					
Module/ Course Title	Student Workload	Credits (ECTS)	Semester	Frequency	Duration
	255	6 x 1,59= 9,54 ECTS	Even semester	6 CU x 14 = 84	14 meetings
1	Types of courses a) Seminar b) Conference c) Practicum	Contact hours 6 x 110 minutes = 660	Independent study 6 x 60 minutes = 360 minutes	Class size 40 students	
2	Prerequisites for participation (if applicable) requires language skills at level 1				
3	Learning outcomes(PLO+CLO) PLO 1. Being able to create sound academic or non-academic works both oral and written for various audiences and purposes. 2. Being able to demonstrate English language proficiency as indicated by an English proficiency achievement equivalent to minimum CEFR level B2 3. Being able to demonstrate integrative and independent thinking, originality, imagination, experimentation, problem solving, ethical decision making, or risk taking in thought, expression, or intellectual engagement CLO: 1. Being able to demonstrate on designing public communication, consumer identity, representational ethics, plan business documents in in spoken and written text 2. Being able to demonstrate the business communication in media relations especially business plan, product promotion on spoken and written advertisements. 3. Being able to respond on various business communication in social media				
4	Subject aims/Content Phonetics: the sounds of language Writing: patterns Morphology: the study of word structure Syntax: the analysis of sentence structure				

	Semantics-Pragmatics: the analysis of meaning Language in social context
5	Teaching methods group work, lectures, discussions and seminars
6	Assessment methods Project assessment, portfolios of students work, written test, audio recording of oral presentation
7	This module is used in the following study programme/s as well undergraduate programme
8	Module Coordinator Lisetyo Ariyanti, S.S., M.Pd.
9	Other information <ol style="list-style-type: none"> 1. Littlejohn, A. 2005. Company to Company: A task-based approach to business emails, letters and faxes (4thed.) . Cambridge: Cambridge University Press. 2. Flatley, Rentz. 2010. Business Communication 2e . UK:McGraw-Hill. 3. McLisky, Marie. 2011. English for Public Relations .UK: Garnett Publishing Ltd. 4. Newsom D & Haynes, J. Public Relations Writing, Form & Style , 9th Ed. Boston,MA: Wadsworth. 5. Newsom, D. & Haynes, J. The Public Relations Writing Exercise Book, 9th Ed. Boston, MA: Wadsworth. 6. Flatley, Rentz. 2010. Business Communication 2e . UK: McGraw-Hill. 7. YouTube: Steven R. Van Hook's Video Library: How-To Marketing. 8. Kerr, Philip. 2014. Translation and Own-language Activities . UK: Cambridge. 9. Seitel, Fraser. P. 1998. The Practice of Public Relation .Upper Saddle River., New Jersey: Prentics Hall 10. Colina, Sonia. 2015. Fundamentals of Translation . UK: Cambridge.