

## Faculty of Arts and Letters



### GERM2422 Oral business communication techniques in English

[30h+30h exercises] 9 credits

This course is taught in the 1st and 2nd semester

**Teacher(s):** Sylvie De Cock  
**Language:** English  
**Level:** Second cycle

#### Aims

At the end of the course, students should be able to apply the general principles of communication in an English-speaking business environment and they should have reached a B2 oral level (Common European Framework of Reference) in English.

#### Main themes

This course introduces the general principles of communication and more specifically the linguistic, sociolinguistic, pragmatic and cultural aspects of interaction. Special attention will be paid to specific characteristics of communication in the English-speaking world.

This general introduction will be followed by a detailed presentation of techniques which should be implemented in communication activities specific to a company: presentations to varied audiences, participation in discussions, chairing meetings, commercial negotiations, telephone conversations, etc.

Exercises accompanying the course will allow students to simulate active participation in a variety of professional situations. The students' simulations will be recorded and subsequently analysed in detail.

#### Content and teaching methods

The course examines the context of oral communication within an organisation and then analyses in more depth key modes of communication in English, for example: telephoning, meeting skills, presentations and negotiating. Current issues of discussion are also looked at such as cross-cultural differences in communication and the influence of gender. In addition, the course covers the increasing need for organisations to manage and communicate change. Finally, the HR cycle is discussed and both job interview and performance appraisal techniques are investigated. Practical group simulations apply the theoretical concepts presented in the course.

#### Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite: B1 level of oral English (Common European Framework of Reference)

Evaluation: continuous assessment (participation, oral reports, presentations, meetings, etc.) + oral examination (discussion of an article/articles related to some aspect(s) of business communication).

Part 2 (30 hours) of the course is given by the Institut des Langues Vivantes (ILV).

#### Other credits in programs

<b>MULT21MS</b>	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(9 credits)
<b>MULT22MS</b>	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(9 credits)