

Course Title	Professional and Business Communication				
Course Code	ICOMM-330E				
Course Type	Compulsory				
Level	1st cycle				
Year / Semester	Third/Fall				
Teacher's Name					
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	<p>The course is designed for the student who looks forward to a career or a profession in business. The student will study theories of business and human communication as well as effective reading and listening techniques. Symbols of non-verbal communication will also be discussed. Students will be taught how to conduct an effective interview. The aim of this course is to provide students with the basic principles of effective communication and to help them develop their skills in oral presentation. This is achieved by developing students' confidence in themselves while speaking to the public and improving their verbal and non-verbal language skills.</p> <p>In addition, since good hearing is a very important skill required for effective communication during presentations and interaction, the various methods for developing listening skills will be considered in the course as well. In addition, students are encouraged to participate and lead group discussions that help improve their interpersonal and intercultural skills, which are also key aspects for the achievement of effective communication.</p>				
Learning Outcomes	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Customize their speeches according to their audience, e.g. if the audience is consisted of professional chefs, cooks, then the student should respond adequately to a presentation that is verbally and conceptually compliant with the knowledge of the members present. 2. Prepare and deliver informative but also persuasive speeches with the effective use of visual aids, e.g. they have to convince the listeners why molecular kitchen is more useful or easier, or even harder than the traditional one. 3. They speak improvised. That is, cooking students can develop a subject such as what kind of wine would be best suitable for a specific meal. 4. Deliver a speech taking into account the symbols of verbal and non-verbal communication. 				

	<p>5. Prepare, describe and deliver a well-structured speech, taking into account the different introduction techniques and conclusions. Such as, being able to control the structure of a restaurant and organize the start of a new business. They should also be able to describe a costing process.</p> <p>6. Apply critical thinking and assessment, on their own presentation and performance.</p>		
Prerequisites	None	Required	None
Course Content	<ul style="list-style-type: none"> • Theories of business and human communication. • Effective reading and listening techniques. • The importance of non-verbal symbols. • Interviews. • General introduction to the course: requirements of the course, division into two groups, definition of Human Communication and Business Communication; Process and Transactions. • Five Communication Levels: in-person, interpersonal, mediation, team leader, mass communication. • Concepts such as: suggestive, structural, contextual, guidelines for effective communication, general goal for sending and receiving messages, participants, environment, topics, time. • Channel determination and hierarchy, positive feedback, cession, contribution to communication, external and internal communication, interference control. • Transfer of meetings' material, preparation for the Annual General Meeting, agenda of the Annual General Meeting of Intercollege. • Communication Assessment and Adaptation Processes, Reading Objectives, Four Types of Reading. • Efficiency in reading and maintaining it, speed of understanding and ability, knowledge of reading techniques, timetables, vocabulary, memory aids, priorities, reinforcement. • Implementation of listening skills, obstacles to hearing, the ten commands for effective listening, verbal and non-verbal communication symbols, seven categories of non-verbal communication. • Appearance, Clothing, Accessories, Principles of the Interview, Types of Interviews, Persuasive Content Interviews, Information, Interviews: Problem solving. • Conducting effective interviews, Designing and opening the interview. • Basic Strategies, Types of Questions in an Interview. • Questions to avoid • The goals of the interviewer. • Job interviews, job requirements. • Recruitment, definition and formats, sorting, goals. 		
Teaching Methodology	Two informative presentations, One group presentation and seminars		
Bibliography	<p>Required:</p> <ul style="list-style-type: none"> • Paulette Dale, James C.Wolf, <u>Speech Communication Made Simple a Multicultural Perspective</u>, 2nd edition 2000, Longman/Pearson Education, ISBN 0-13-020797-7. 		

	<ul style="list-style-type: none"> Stephen E. Lucas, <u>The Art of Public Speaking</u>, 7th edition 2001, Mc Graw Hill, ISBN 0-07-118240-3. 														
Assessment	<ul style="list-style-type: none"> Class Participation Assignments Mid-Term Final Exam <p>Grading Policy</p> <table border="1"> <tr> <td>Final Examinations</td> <td>30 – 50%</td> </tr> <tr> <td>Class Tests</td> <td>15 – 30% each</td> </tr> <tr> <td>Term paper or Projects</td> <td>15 – 30%</td> </tr> <tr> <td>Mid-Term</td> <td>30 – 40%</td> </tr> <tr> <td>Homework</td> <td>0 – 20%</td> </tr> <tr> <td>Quizzes</td> <td>0 – 10%</td> </tr> <tr> <td>Class Attendance & Participation</td> <td>0 – 10%</td> </tr> </table>	Final Examinations	30 – 50%	Class Tests	15 – 30% each	Term paper or Projects	15 – 30%	Mid-Term	30 – 40%	Homework	0 – 20%	Quizzes	0 – 10%	Class Attendance & Participation	0 – 10%
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Language	English														