

Implementation plan Finished

Study unit	Professional Communication in English (R0023), 5.0
Implementation	HBA1621: 2/2016-2017 (23.01.2017 - 08.05.2017)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HBA216SN Others :
Involved in the project	
Lecturers	Sebastian King
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2016 08:00 - 09.12.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: No For elective studies: No Open UAS student: Yes Suitable for virtual UAS: No
Teachers	King Sebastian (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Security, safety and social responsibility
Evaluation at the latest	05.06.2017 Storing of graded material ends.: 20.06.2018
Exam days	
Having completed the study unit the student is able to	The student is able to • communicate as a professional in field-specific tasks and in intercultural contexts • speak and write in English with an understanding of the appropriate style and register • identify personal communication needs and develop realistic strategies for improvement
Previous studies	
Learning objectives	• to understand and practise spoken and written communication skills for professional purposes • to consolidate knowledge of business and field-related terminology • to develop an understanding of the principles of interpersonal and organisational communication
Contents	The study unit will include work on the following themes: • Interpersonal and organisational communication in multicultural contexts • Theory and practice of effective spoken communication in presentations and pitches, discussions and debates, meetings and negotiations, customer service encounters • Written communication for professional purposes in emails, reports and memos • Review of business and field-related vocabulary
Study material	Useful reference books for the course available in Leppävaara library include: • Bovée, C. & Thill, J. 2011. Excellence in business communication. 9th edition. London: Pearson. • Goodall, H., Goodall, S. & Schiefelbein, J. 2010. Business and professional communication in the global workplace. 3rd edition. Boston, MA: Wadsworth. • Hartley, P. & Bruckmann, C. 2002. Business communication. London: Routledge. • Munter, M. 2012. Guide to managerial communication: effective business writing and speaking. 9th edition. Boston: Prentice Hall.
Other arrangements	Classroom sessions will be on Monday afternoons from 12.30 - 15.