

BUSINESS AND PROFESSIONAL WRITING

Code du cours Course Code			Titre du cours Course title					
BAC.EAINA.OTCOM .3224			BUSINESS AND PROFESSIONAL WRITING					
Crédits Credits		Période d'enseignement Teaching period					Année Académique Academic Year	
6		fall, spring, summer					2022/2023	
Charge de travail Student workload	Synchrone / Synchronous	Asynchrone / Asynchronous	Travail en équipe Team work	Activités pédagogiques / Pedagogical activities	Travail personnel Personal work	Coaching	Evaluation	Charge totale de travail Total workload
	39	0	0	0	100	0	6	145
Programme Program			Global BBA					
Discipline Discipline								
Module			-					
Type de cours Course type			core					
Campus			Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia					
Campus partenaire								
Course open to students in exchange								
Langue d'enseignement Teaching language		Anglais / English						
Responsable du cours Course leader			BAYOUD Christèle					
Pré-Requis Prerequisite			BAC.EAINA.LGENG.1001					
Nom des intervenants par campus Instructor(s) names by campus	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia				SAUNDERS Alexandra - GACHET Laura			
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

Descriptif du cours / Course description	Designed for the future business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered, as well as readings and 6000 words of writing in business correspondence, reports, and short answers.
Thèmes / Topics	
Résultats d'apprentissage / Intended Learning Outcomes and Skills	<p>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</p> <p>Connaissances / Knowledge and Understanding (subject specific)</p> <p>The student is expected to be able to produce clear, well organized written communication. Be prepared for employment opportunities including the job search, writing CV and cover letters and effectively caring out an interview in English.</p> <p>Possess the correct vocabulary and terminology for several specific industries in business.</p> <p>Have continued to build his or her knowledge in English grammar as it relates to writing in a business context.</p> <p>Be capable of working in a group and coming up with a business plan</p> <p>Aptitudes cognitives / Cognitive skills</p> <p>Employ structures of business letters to various cases</p> <p>Distinguish between poorly written letters and well-written letters</p> <p>Compose various business letters according to specific cases</p> <p>Research and collect data in order to compose a business plan</p> <p>Evaluate the work of others through peer review editing</p> <p>Rate interviewing skills of peers</p> <p>Be able to know how to succeed in a job interview</p> <p>Attitudes / Key transferable skills</p> <p>Demonstrate knowledge of English through written; reading comprehension; and speech</p> <p>Organize; prepare; and manage assignments given in groups</p> <p>Prepare a professional resume and online business portfolio</p> <p>Ethical and social understanding</p> <p>Understand and implement various principles of format and layout</p> <p>Work effectively as part of a writing team and/or with a client organization</p> <p>Respond constructively to peers' work</p>
Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives	<p>Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)</p> <p>LO3.2 : To produce clear, well organized written communication</p> <p>: LG3 : Graduate should be able to communicate in an international environment</p> <p>Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ? Oui / Yes</p>

Evaluation des étudiants Student Assessment	Evaluation finale (DS) Final examination		30%
	(Précisez la nature pour l'évaluation finale / Explain type for final examination)		
	Cliquez ici pour entrer du texte.		
	QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:		
	Autre, précisez / Other, precise:		
	Contrôle continu Continuous Assessment		70%
préciser nature / Explain type			
Cliquez ici pour entrer du texte.		Nb midterms : 2	
QCM - Quiz:			
Epreuve sur table - Supervised exam:			
Présentation orale - Presentation:			
Rapport écrit/Dissertation - Report / Dissertation:			
Participation - Class participation:			
Autre, précisez / Other, precise:			
Méthodes d'enseignement Teaching Methods	Format de cours / Course format		
	Cours magistral / Lecture		
	Autre, précisez / Other, precise:		
	Activités d'apprentissage / Learning activities		
Etudes de cas / Case studies - Personal guided study - Devoirs / Assignments			
Plan de cours Course Plan	Class 1 COURSE OVERVIEW Syllabus, grading, booklet, urkund WRITING BUSINESS LETTERS AND AIDA LETTERS/LETTERS OF COMPLAINT Class 2 RESPONSE TO A LETTER OF COMPLAINT INTRODUCE AND START E-PORTFOLIO Class 3 HUMAN RESOURCES Hiring, Cover Letters, CVs Class 4Midterm 1 Class 5 JOB INTERVIEWS AND INTERVIEW FOLLOW-UP Class 6 PARAPHRASING, SUMMARIES, AND MINUTES BUSINESS PLAN PROJECT Introduction to Business Plan Project Class 7HOW TO WRITE MINUTES OF A MEETING Evaluative Summaries Class 8 REPORT WRITING and Business Plan Project Class 9 REPORT WRITING Class 10 MIDTERM II REPORT WRITING BUSINESS PLAN PROJECT Class 11 REPORT WRITING Class 12 REPORT WRITING and Business Plan Project Class 13 REPORT WRITING Class 14 BUSINESS PLAN PROJECT		

Référence Académique / Academic reference	Lectures obligatoires / Required readings : Booklet provided by instructor Lectures Recommandées / Recommended readings :
Site(s) web / Web site(s)	
Licence(s) informatique(s)/ Computer licenses	

Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	