

SEMESTER 2, MODULE 6	VOLUME HORAIRE
Business Communication	45
<p>OBJECTIFS:</p> <p>The aim of this course is to help the student understand the fundamental principles of effective business communication. The student learns to organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and demonstrate clarity, precision, conciseness and coherence in his use of language.</p>	
<p>DESCRIPTIFS:</p> <ul style="list-style-type: none"> • Introduction to writing for the world of work • Introducing yourself (the language of introduction) • Letter-Writing Strategies : • Layout and Design • Inquiry/Request Letters • Response Letters • Good-News Letters • Bad-News Letters • Covering Letters • Layout - Organisation • Telephone calls • Language specific to telephone calls • Role play - Reports • Gathering information for a report • Layout - Style • Preparing your Assignment • Presentation techniques 	
<p>EVALUATION:</p> <p>Contrôles continus 50%, contrôle final 50%</p>	