

CIM: Business Writing. Reports

UGRA_011159

Departments	ELC - English Section
Teaching Languages	English
ECTS	2
Teacher responsible	Venner James Williamson - james.venner@esade.edu

Course Goals

To prepare and produce effective workplace texts in context adapting the register as appropriate to suit a variety of audiences and a variety of purposes.

This involves focusing on a series of more specific objectives during the course:

- A. to recognise the style of workplace writing; identify the audience and adopt the right tone and style
- B. to identify the structure and function of different workplace texts, and recognise the intertextuality component of business communication
- C. to practice checking and editing skills to ensure a high standard of presentation and content for delivering different messages as a representative of a firm, as well as an individual
- D. To learn about how an audience perceives one, and how one can learn from this

Previous knowledge

To have completed first year studies.

Prerequisites

For students in Second or Third Year or CEFR C1.

Teaching methodology

All tasks are set within a business context. Formative assessment takes place throughout the course in the form of teacher feedback. Input includes authentic texts and audio materials.

Assessment

Tool	Assessment tool	Category	Weight %
Other	Assessed Assignments	Retake and ordinary round	60.00%
Written and/or oral exams	Written Assessment	Retake and ordinary round	40.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 4 (Optative)
BBA20 Year 2 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 3 (Optative)
BBA23 Year 4 (Optative)
BBA23 Year 2 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 3 (Optative)
BBE20 Year 4 (Optative)
BBE20 Year 2 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 4 (Optative)
GBD20 Year 5 (Optative)