

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Business Presentation and Correspondence
Name of the subject in English:	Business Presentation and Correspondence
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-BUPRCO-04-GY
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English, Hungarian
Institute or department responsible for the subject:	Institute of Foreign Languages
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course is tailored for the purpose of learning, practicing and mastering effective presentation and letter writing skills, a job that can be turned into a good investment. The subject is an integral part of the Communication and International Management and Business programmes. It is interactive and helps students learn the vocabulary and techniques necessary for professional business presentations and correspondence and apply that knowledge and the critical understanding of issues in the international business arena. They will be able to design and deliver an effective presentation and they will be prepared for attracting the attention of the audience. They will be able to use clever and well-coordinated body language, use good eye contact and they will be confident and well-prepared when using the language of presentations in English.

At the same time they will learn the basics of professional letter writing and hopefully they will be able to use these important forms of communication to their best advantage in their future career.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of presentation techniques and letter writing. We are going to focus on different important topics: the structure and purpose of a talk, how to make an impressive beginning, how to maintain the level of interest of the audience, how to conclude and what techniques to use to deliver a professional presentation, e.g. dramatic language structures, etc.

We are going to practice letter writing: language, structure, image and other important things to be able to project a positive image about the writer and the subject.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve preparing a final presentation to showcase all the skills students will master after the training session. Furthermore, students will have to stand up in front of the class and perform different tasks as the course goes on (eye contact, posture, movement, voice, rhetorical questions and other dramatic structures). Students will also watch and understand training videos, based on which they will develop their presentation skills. Students will have home assignments to develop their letter writing skills.

## **EVALUATION OF THE SUBJECT:**

During the term, it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. presentation, letter writing) based on previous assessment. Students can also evaluate their own performance based on feedback given by the instructor in the course of the lessons during the term. Regular feedback is a crucial part of evaluating the work done by the students as it helps them prepare for the final presentations. Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and developing skills needed to fulfil course requirements.

During the last two weeks, students have to perform their own presentation which is evaluated based on the following percentages:

0-59%	-	1(fail)
60-69%	-	2(pass)
70-79%	-	3(satisfactory)
80-89%	-	4(good)
90%	-	5(excellent)

The knowledge acquired in the course of practical classes is assessed in the term-time by practical grades. Practical grades evaluate the practical work done by the student in the course of the whole term. It qualifies the level on which students can put their theoretical knowledge into practice. Students must fulfil the requirements of practical classes during term-time. Practical grades are awarded on a five-grade scale.

## **OBLIGATORY READING LIST:**

- Nancy Duarte : DataStory: Explain Data and Inspire Action Through Story Paperback, 2019.

## **RECOMMENDED READING LIST:**

- *21st century reading : creative thinking and reading with TED talks* : 2. National Geographic Learning, 2015