



Getting to know each other - Question Game

- If you were an animal, what would you be and why?
- What is the most bizarre encounter you have had in life?
- Have 3 wishes granted, what would they be?
- Most exciting thing you did this summer.
- Be an Olympic athlete, what sport would you compete in?
- Be someone else, who would you be?

A skateboarder in a red shirt and blue cap is riding a skateboard in a concrete bowl. The bowl has a large, dark, shadowed area in the center. The background is a dark, textured surface.

Ground rules

BE PRESENT

BE Responsible

BE CRITICAL

A solid red horizontal bar spanning the width of the slide at the bottom.

BE PRESENT

- Physically – be punctual
- Focus on the present
- Participate in what is happening during the session
- Put your mobile and other distractions aside
- The biggest part of the learning happens during the session

BE RESPONSIBLE

- Do your part in class and at home
- Learning implies an active part not simply absorbing the content
- Go the extra mile with research and curiosity
- Be responsible also for the progress and improvement of other students in your class

RESPONSIBILITY
starts with **ME**

BE CRITICAL

- Own what you learn, make it yours
- Reason the concepts, definitions and references
- Be creative in the way you study
- Apply the content to your everyday living, shopping
- Do not limit yourself to learning by heart....go a step deeper



Communication is key!



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Lectures

The course will cover the Unit content in 4 hrs weekly during the year.





**USE
LIBRARIES
AND
LEARN
STUFF**

Textbooks

-
- Communications for Business: A Practical Approach 4th Edition, 2015 by Shirley Taylor, Pearson Education.
 - Excellence in business communication 6th Edition, 2017 by Bovée Courtland L., Keller Wendy I., Moran K. M., Thill John V., Pearson Canada Inc.
 - How to pass English for Business Volume 2, 2007 by Mellor R., Davison V.G., LCCI International Qualifications.
 - Oxford Handbook of Commercial Correspondence (New Edition) 2005, by A. Ashley, Oxford University Press, Oxford.
 - Model Business Letters, Emails and other Business Documents, 2015, (7th Edition) by Shirley Taylor, FT Press.



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Websites

<http://www.bbc.co.uk> – BBC News

<http://www.shirleytaylor.com/> - Shirley Taylor website

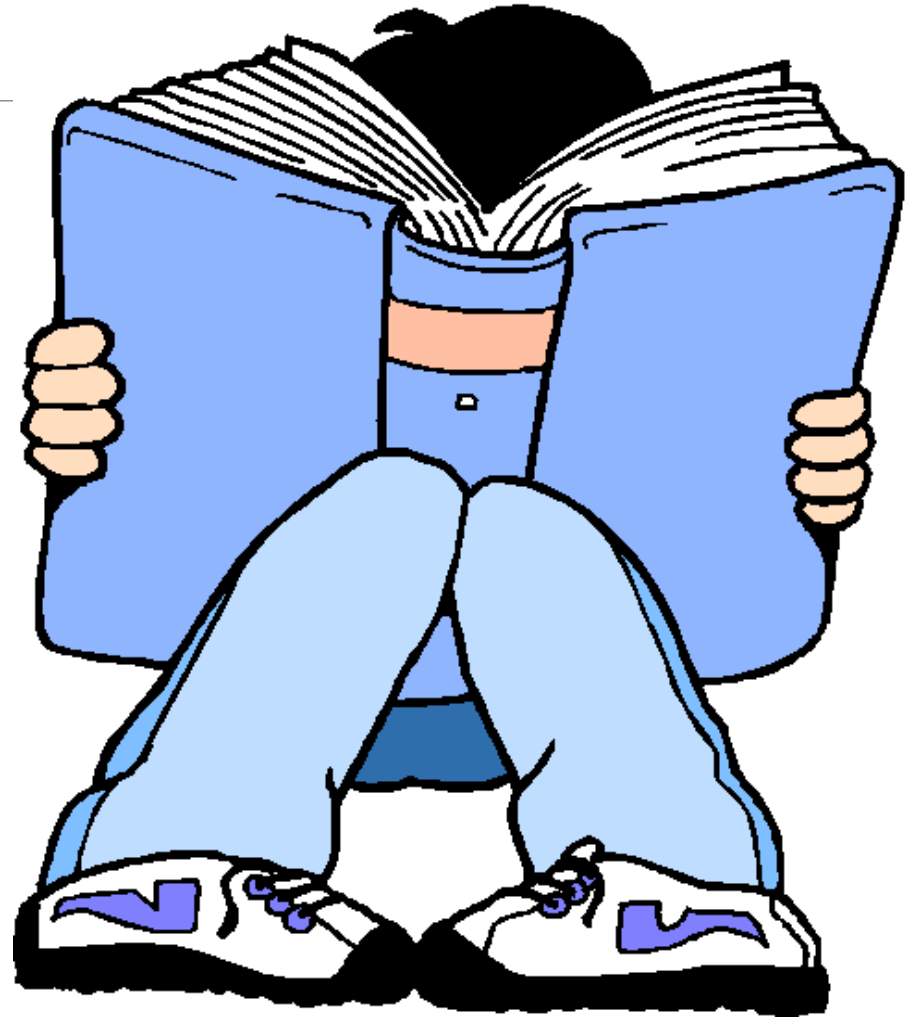
Unit requirements

1. Lecturer's notes

These are designed to aid understanding and recall.

These will be placed on **Moodle** for you to access and print.

You will need to supplement the notes with extra reading.



Unit requirement

2. A well-organised file
The file must be divided into different sections –.
It will be used for your personal lecture notes,
lecture work and other coursework.

Assessments

1. End of December 2022 – TCA – 31%
2. Beginning of March 2023 – TCA – 17%
3. Series of tasks in the form of CBA and
THA – March – April 2023 – 25%
4. Presentation assignment – May 2023 –
27%



Eagle-eyed to what is happening around you!

Be aware of what is going on around you.

Watch the news and read newspapers!

Eurozone interest rates in record rise to fight inflation

🕒 16 hours ago





...We are about to **TAKE OFF!**