

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 514	SEMESTER OF STUDY	5th
COURSE TITLE	ENGLISH TERMINOLOGY I		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Total		3	4
COURSE UNIT TYPE	Compulsory, General Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek/English		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=336		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course is designed to help students master their skills in English language so as to be able to function and communicate effectively in their academic and business environment. The aim of the course is to present to students the specialized terms used in public relations, business communication and business transactions in general. The course focuses on increasing students' English communicative competences through reading and understanding scientific or newspaper articles on communication and public relations topics.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the usage of English language on different business situations such as meetings and presentations. 2. Interpret, summarize and discuss scientific and business texts written in English on communication and public relations topics. 3. Support their arguments with fluency using the right business and public relations terms and grammar in questions related to business and communication issues. 4. Critically assess and revise texts written in English based on the correct usage of business and public relations terminology as well as grammar.
General Skills
<ul style="list-style-type: none"> • Individual Work • Work in International Setting • Adaptation in New Settings

3. COURSE CONTENTS

<p>The course covers topics such as:</p> <ul style="list-style-type: none"> - Basic English grammar and sentence structure (Level I). - Specialized terminology in public relations, marketing, communication and management (Level II) - Structure and style of public relations texts in English - Structure and style of different types of business correspondence
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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Practice - Workshops	13
	Project Work (non-compulsory)	24
	Personal Study	37
	<i>Total Work Load for student with project work</i>	100
	Lectures	26
	Practice - Workshops	13
	Personal Study	61
<i>Total Work Load for student without project work</i>	100	
ASSESSMENT METHODS	<p>I. End of Semester Formal Examination (60% or 100%)</p> <ul style="list-style-type: none"> - Short answer questions - Critical Understanding of English Text Questions - Word Building Exercises - Vocabulary Exercises and puzzles - Multiple Choice Questions <p>II. Presentation of Projects (40% or 0%)</p>	

5. RESOURCES

<p>- <i>Recommended Book Resources:</i></p> <ul style="list-style-type: none"> • Kantaridou, Z., Papadopoulou, I., and Stefanou, P. (2008), <i>Business English for Academic Purposes</i>, E&D Anikoula-I. Alexikos OE, Thessaloniki. • Tsiogka, X and Xatzistergiadou, A. (2010), <i>First Steps at Work</i>, Mourgos Iwannis, Thessaloniki. • Guffey, M. and Seefer, C. (2010), <i>Business English</i>, Cengage Learning. • Gillett, A. (2006) <i>Speak Business English Like an American: Learn the Idioms and Expressions You Need to Succeed on the Job</i>, Language Success Press. <p>- <i>Recommended Article/Paper Resources:</i></p> <ul style="list-style-type: none"> • Maier, P. (1992), Politeness Strategies in Business Letters by Native and Non-Native English Speakers, <i>English for Specific Purposes</i>, Vol. 11, No. 3, pp. 189-205. • Gerritsen, M., Nickerson, C., Hooft, A., Meurs, F., Nederstigt, U., Starren, M., and Crijns, R. (2007), English in Product Advertisements in Belgium, France, Germany, The Netherlands, and Spain, <i>World Englishes</i>, Vol. 26, No.3, pp. 291-315. • Gimenez, J. (2000), Business e-mail Communication: Some Emerging Tendencies in Register, <i>English for Specific Purposes</i>, Vol. 19, No. 3, pp. 237-251.
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