

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 614	SEMESTER OF STUDY	6 th
COURSE TITLE	ENGLISH TERMINOLOGY II		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Total		3	4
COURSE UNIT TYPE	Compulsory, General Course Infrastructure		
PREREQUISITES :	DMC 514		
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=337		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course English Terminology II builds on the skills developed at the module English Terminology I. English Terminology II focuses on (a) enriching students' vocabulary on the specialized terms used in the communication and business world and (b) mastering their skills on writing texts in English for different communication purposes and publics. Moreover, guidelines are given on how to write a curriculum vitae in English.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> 1. Choose the right terms, grammar and writing style in order to produce different formats of business texts. 2. Incorporate the new technology in writing and presenting communication messages in English. 3. Prepare business letters, corporate reports, press releases and speeches in English. 4. Organize and support a presentation in English regarding a communication or a public relations issue. 5. Develop a curriculum vitae in English and for career promotion internationally.
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"> - English Grammar and sentence structure (Level II). - Specialized terminology in public relations, marketing, communication and management (Level II) - Formats of business correspondence and stages of writing business messages in English - Writing styles of business messages (Information, Persuasive, etc) - Writing business letters

- Writing business reports and proposals
- Writing emails.
- Oral communication and preparation of presentations
- Presentation of speeches
- Guidelines for writing a curriculum vitae in English.

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
	Total Work Load for student with project work	100
	Lectures	26
	Practice - Workshops	13
	Personal Study	61
	Total Work Load for student without project work	100
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) <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 II. Presentation of Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- Tomprou, X. (2002), *English for Academic and Professional Purposes*, Stamouli Publishing, Athens.
- Tsirgka, X. and Xatzistergiadou, A. (2005), *Success at Work*, Mourgos Ioannis, Thessaloniki.
- Roman, K. and Raphaelson, J. (2000), *Writing that Works: How to Communicate Effectively in Business*, Harper Collins Publishers Inc.
- Maggio, R. (2009), *Choice Words, Phrases, Sentences, and Paragraphs for Every Situation*, Prentice Hall Press.

- Recommended Article/Paper Resources:

- Limaye, M. (1983), The Syntax of Persuasion: Two Business Letters of Request, *Journal of Business Communication*, Vol. 20, No. 2, pp. 17-30.
- Pearson, M. (1976), A Note on Business Replies to Consumer Letters of Praise and Complaint, *Journal of Business Research*, Vol. 20, No. 2, pp. 17-30.