

COURSE TITLE	LANGUAGE OF BUSINESS AND DIGITAL COMMUNICATION
DEGREE PROGRAM	L-12 (BACHELOR'S DEGREE)
YEAR OF STUDY	II
CREDITS (CFM)	4
SDS (Scientific Disciplinary Sector)	GSPS-06/A
TUITION HOURS	36

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OBJECTIVES

This class aims to expand and develop students' understanding of key business dynamics and vocabulary, including corporate culture, training and development, finance, digital business, and business ethics. It explores terminology and real-world applications in various industries, focusing on business operations, negotiation, and decision-making.

By the end of this class, students will be able to articulate and analyze business situations using relevant vocabulary, understand negotiating strategies, and recognize the importance of ethics in global industries such as fashion. They will also grasp economic phenomena such as recessions and booms and their impact on businesses and consumers. This knowledge will prepare them for further studies in business and economics and improve their ability to communicate effectively in professional English environments.

CONTENTS

1. **Corporate culture** (workplace culture, employee retention, building relationships in the workplace, building trust in the workplace).
2. **Training and development** (learning on the job, the difference between training and development, induction training, mentoring, online training, team communication, facilitating a meeting).
3. **Finance** (recessions and depressions, credit crunch, bear vs bull market, the stock market, bankruptcy, responding to bad news).
4. **Digital business** (digital disruptors, semantic time, data mining, cloud computing, digital platforms, handling difficult communicators, negotiating strategies).
5. **Business and ethics** (ethical choices in business, the triple bottom line, transparency in business, ethics and the fast fashion industry).

EVALUATION

Final exam	<input type="checkbox"/>	Continuous assessment	<input checked="" type="checkbox"/>
Type of test:			
WRITTEN	<input checked="" type="checkbox"/>	ORAL	<input checked="" type="checkbox"/>

BIBLIOGRAPHY

Author	Iwonna Dubicka, Marjorie Rosenberg, Bob Dignen, Mike Hogan, Lizzie Wright
Title	Business Partner, Upper-Intermediate
Publisher	Pearson
Published in	2018