

MBA PROGRAM
1st YEAR
GDBA – Graduate Degree in Business Administration
2016-2017

Titre du Cours : **Business Writing 1**
Course Title:
 Heures : 20
Lecture hours:
 ECTS Credits: 2

➤ **PRE-REQUIS-PRE-REQUISITE**

None

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

This course is intended to help students improve their written presentation skills which are commonly used and useful in a business environment.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

Throughout the different sessions, the students will be introduced to specific business situations requiring specific writing skills. The situations chosen are linked to real life requirements and based on authentic material and business practices. The requirement of each situation will allow students to develop lexical, grammar and communication skills.

➤ **Liste des sujets ou résumé des séances / TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

The following points will be dealt with:

■ Powerpoint presentation

■ Applying for a position

- CV
- Cover letter
- Application form

■ Going through the recruitment process

- Competency based interview
- Presentation exercise

■ Managing meetings, and reports

➤ **METHODES D’EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

10% class participation
 45% class assignments
 45% final exam

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

Recommended

Business Communication, Carol Lehman and Debbie DuFrene, South Western College Publisher, 2011. ISBN 978-1111527778
Business English, Andrea B. Geffner, Barron's, 2010.