



Developing Research Skills in Business Communications Module

Olesya Smagina



Outline

- My experience
- Business Communications and its aims
- Task
- Students' survey
- Benefits



My experience

- Teaching English
- Business English
- Translator on international exhibitions
- Business Communications at WIUT

Communication

*"The meeting of two personalities
is like the contact of two chemical
substances: if there is any reaction,
both are transformed."*

Carl Jung



Business Communications

What is communication?

How do we communicate?

Why do we communicate?

What are styles of communication in business?



Module aims

- To develop the ability to communicate effectively in business.
- To develop the ability to select and use information.
- To enable students to reflect on their experience, competencies and attainments in order to compile a C.V. or other appropriate written tasks/documents



Task

- Job advertisement
- CV and cover letter
- Interview questions and answers
- References



Students' survey

- Sample of students
- Challenging, manageable, interesting
- Conduct interviews, prepare the documents, collect and analyze the information

Task and employability

- 48% - fully
- 40-partially



Benefits

- Authentic
- Cultural diversity
- Research skills
- Employability





Benefits

- Task - manageable
- Learning outcomes achieved



Thank you
Questions?