

Course Description – Summer 2021

Title	International Business Communication
Faculty	International Office
Professor	Dr. Maganat Shegebayev, DBA, MA in TESOL
ECTS	3
Level	B2-C1 according to the Common European Framework of Reference for Languages
Requirements	None
Add. Information	<p>The core objectives of the course are to:</p> <ul style="list-style-type: none"> • Understand the importance of becoming an effective business communicator in today's globalizing world; • Produce various types of effective and concise business writings; • Use writing efficiently for business purposes; • Consider the cultural aspects of communication.
Content	<ul style="list-style-type: none"> - The course aims to provide students with a comprehensive view of international business communication, its scope and importance. - It also expands students' awareness of certain key aspects of business life such as corporate culture, business ethics, cross-cultural relations in business, and so forth. - This course offers opportunities to develop communication skills through speaking and writing assignments and presentations based on research of real business cases.