

Course title: Business Communication and Inforamtion	Credits* 5	Course code -
Type of the course EQFS level: 6th Lecture 1/week Practice 0/week	Assessment: Examination 50% Assignment 50% Approval 65%	
Semester (according to the standard curriculum): 1		
Course availability (according to the standard curriculum): Spring		
Language of instruction (if not in Hungarian): English		
Prerequisites (according to the standard curriculum): English B2		
Type of the course (compulsory, obligatory elective, free elective): compulsory		
Course schedule: http://www.kodolanyi.hu/neptun/		
<p>Course objectives: The central goal in this course is to enhance the students' communicative competence in international business communication. The course offers special insight into good communication strategies relevant for international business. Students will develop practical oral and written skills in business to business and business to customer communication. They will gain knowledge about cross-cultural business communication, international negotiations and business ethics. Students will learn general principles for professional business communication, and develop an understanding of how contextual factors such as national culture, values and organizational culture influence communication and decisions in an organization</p> <p>Learning outcomes: <i>Knowledge:</i> Students taking this course will gain practical experience in workplace communication. They will practice common types of business writing, such as the memo, letter, and report. They will also review their basic writing skills to gain greater mastery of grammar, mechanics, and style. Furthermore, this course introduces students to the strategies successful business professionals employ to handle a variety of situations. Students will learn techniques for writing informational, persuasive, sales, employment, good news, and bad news communications. They will also learn how to analyze their audience effectively to communicate both inside and outside of their organization. Finally, students will gain deeper knowledge of how technology, such as the Web and mobile devices, can improve business communication today. By the end of this course, students will know how to use email and videoconferencing tools appropriately in the business context.</p> <p><i>Skills</i> Demonstrate with an example the importance of communication in business Using audience analysis adapt a message to the audience Write business messages and documents with clarity and precision Use the you-viewpoint and positive language in writing to build goodwill Organize and write clear business e-mails and letters Write positive messages that are well-structured and direct Compose tactful and courteous negative messages Use persuasive strategies to compose a variety of persuasive messages Organize and write a short report or a proposal Prepare a well-structured, long, formal report</p>		

Create different kinds of textual and visual graphics and apply the guidelines of page designing to a report

Prepare and organize an effective formal presentation

Describe what one can do to effectively communicate across cultures

Attitudes

Demonstrate a good ability to formulate questions concerning business cases; use of literature and knowledge on business communication

More professional approach to communication in business environment internationally

Generic Attitudes

Enhanced work ethics

Contribute to discussions and ask relevant questions

Formulating independent opinions in a critical manner

Improvement in analysing texts

More understanding of the different types of business writings

Foreign language competences

Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.

1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning.
2. Can express ideas fluently and spontaneously without much obvious searching for expressions.
3. Can use language flexibly and effectively for social, academic and professional purposes.
4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

Teaching methods: The course will be taught through lectures and workshops. The students will practice oral and written communication through case discussions, simulations and other written and oral exercises. Students are expected to participate actively, and to prepare the required assignments.

Prerequisites

The course is designed for students with different academic backgrounds. There are no special prerequisites for this course

Requirements (exam's evaluation criteria and list of topics):

To complete the course, you'll have to:

Pass the midterm and final exam (multiple choice questions and short answers related to the course content)

Writing assignment(s)

Presentation

The final grade will be based on:

Participation: 10%

Assignment(s): 40%

Presentation: 20%

Final Exam: 30%

Assessment & Grading:

Pass

Some knowledge and presentation of well-known facts in test, descriptive but adequately used theories in written presentation.

Satisfactory

General description of theories and used concepts or definitions with some data presentation.

Good

Adequate and coherent interpretation of theories, extended knowledge of element information about global issues and society.

Excellent:

Detailed, contextual description and analysis, correct data use, free of irrelevant amendments, correct calculations and definitions of both theories and data.

Department/faculty responsible for the course: Department of Interdisciplinary International Studies

Required average students' working hours (number of credits multiplied by 30):

150 hours

Individual assignments (expected number of hours and list of activities):

30 contact hours

-preparation to presentation, once in a semester 4 hours

-processing of readings: 2 hours per week

-preparation for the revision: one hour per week

Course leader: dr. Orsolya Krivachy

Lecturers: dr. Orsolya Krivachy

krivachy.orsolya@kodolanyi.hu