

Tárgytematika / Course Description

Management Communication

AKNB_NKTA008

Tárgyfelelős neve /

Teacher's name: dr. Szőke Júlia

Félév / Semester: 2017/18/2

Beszámolási forma /

Assesment: Beszámoló (ötfokozatú)

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The course aims to equip students with basic knowledge about the structure as well as the idiom, the polite and official terms of business letters and other forms of written communication in a foreign language, which enables the students to write business letters and other written business documents on their own.

TANTÁRGY TARTALMA / DESCRIPTION

Week 1: Course description, requirements. Introduction to management communication

Week 2: Introducing the business letter

Week 3: The rules of modern business writing

Week 4: The basic types of business letter I. (acknowledgement, confirmation letter, enquiry, reply to an enquiry)

Week 5: The basic types of business letter II. (complaint, adjustment letter, circular letter, collection letter)

Week 6: Recruitment correspondence I. (application letter, CV, attachments)

Week 7: Recruitment correspondence II. (reference, job description, letter of resignation)

Week 8: Business email and fax message

Week 9: Memorandum, report

Week 10: Publicity materials I. (newsletter, press release)

Week 11: Publicity materials II. (leaflet, catalogue)

Week 12: Publicity materials III. (small and display advertisements)

Week 13: Forms and questionnaires

Week 14: End-of-term test. The evaluation of the course

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Requirements for the end-of-term signature: active participation (max. 3 missed lessons).

Evaluation: based on the tasks/homeworks (40%) and the end-of-term test (60%):

0 – 50% fail

(1)

satisfactory (2)

65 – 79% fair (3)

80 – 89% good (4)

90 – 100% excellent (5)

51 – 64%

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature:

Taylor, Shirley (2005): *Communication for Business. A practical approach*. 4th edition. Pearson - Longman, Essex, pp. 69-317.

Selected literature:

Taylor, Shirley (2012): *Model Business Letters, Emails and Other Business Documents*. 7th edition. Pearson, Essex.