

Tárgytematika / Course Description Management Communication

AKNB_NKTA008

Tárgyfelelős neve /

Teacher's name: dr. Szőke Júlia

Félév / Semester: 2023/24/1

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: Business writing basics

Week 3: Electronic communication

Week 4: Routine business transactions I. (enquiries and replies, quotations, orders, invoicing)

Week 5: Routine business transactions II. (letters requesting payment, credit and status enquiries)

Week 6: General business correspondence I. (internal and administrative correspondence)

Week 7: General business correspondence II. (meetings documentation)

Week 8: General business correspondence III. (personnel, reports)

Week 9: Creative and persuasive documents I. (complaints and adjustments)

Week 10: Creative and persuasive documents II. (goodwill messages)

Week 11: Creative and persuasive documents III. (notices, advertisements)

Week 12: Creative and persuasive documents IV. (circulars, sales letters)

Week 13: Creative and persuasive documents V. (publicity material, business plan)

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

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

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL