

Tárgytematika / Course Description

Business Communication

AKNB_NKTA017

Tárgyfelelős neve /

Teacher's name: dr. Szőke Júlia

Félév / Semester: 2021/22/2

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 1/1/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

The course aims to:

- understand business communication concepts? that serve as a basis for effective spoken and written communication in a business setting.
- develop an understanding of the need to specialize communication approaches to the specific needs of the situation and the participants.
- develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.

TANTÁRGY TARTALMA / DESCRIPTION

Week 1: Introduction. Framework for business communication. Nonverbal communication.

Week 2: PowerPoint presentation activity entitled "Who I Am". Discussion of "business communication group work project".

Week 3: Preparing oral presentations.

Week 4: Critical thinking. Persuasion and reasoning techniques.

Week 5: Meeting and session scenarios. Simulation of meeting situations.

Week 6: Aspects of negotiation: timing, strategy, tactics, negotiation skills.

Week 7: Types of negotiations: distributive and integrative negotiations.

Week 8: Assessment of negotiations – simulation task.

Week 9: Conflicts: types of conflicts and handling conflict situations.

Week 10: Business communication across cultures.

Week 11: Preparing written materials: business letters, reports and memos.

Week 12: Job application: CV, cover letter, interview.

Week 13: End-of-course test and exam on writing a letter of persuasion.

Week 14: Business communication group work project presentations. Closing of the course.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Evaluation is based on the followings:

Class participation: Students can be absent from no more than 3 classes.

Task performance: Students are required to complete tasks by due date. Failing to submit tasks on proper time will automatically result a “1” in the evaluation of the assignment.

Assignment/Activity	Date	Points	% For This Section
PowerPoint presentation “Who I am”	week 2	20	20%
Assessment of negotiation	week 8	20	20%
Business communication group work project presentation	week 14	30	30%
End-of-course test (min. 51% must be obtained)	week 13	30	30%

Approximate total points		100	100%
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Grading Scale:

5 (excellent) = 90% - 100%

4 (good) = 80% - 89%

3 (fair) = 66% - 79%

2 (sufficient) = 51% - 64%

1 (fail) = below 51%

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Obligatory literature:

Harvill Moore, Lori 2013. *Business Communication. Achieving Results.*

https://www.academia.edu/9675618/Lori_Harvill_Moore_Business_Communication_Achieving_Results

Gilling, Desmond A. 2013. *The Essential Handbook for Business Writing.* Greenlink Consulting, Canada.

http://essentialbusinessenglish.com/EBE/the_EBE_method_files/TheHandbook-Sampler.pdf

Recommended literature:

Fisher, Roger - Ury, William - Patton, Bruce 1991. *Getting to Yes: Negotiating Agreement Without Giving In.* Penguin Books.

Canavor, Natalie 2015. *Business Writing Today: A Practical Guide*. Sage Publications.