

Tárgytematika / Course Description **Business Communication**

AKNB_NKTA017

Tárgyfelelős neve /

Teacher's name: dr. Szőke Júlia

Félév / Semester: 2023/24/2

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.

Week 2: Nonverbal communication.

Week 3: The fundamentals of effective speech, presentation technique - Useful techniques and practices.

Week 4: Persuasion and reasoning techniques - Useful techniques and practices.

Week 5: Meeting and session scenarios - Useful techniques and practices.

Week 6: Aspects of negotiation: timing, strategy, tactics, negotiation skills - Useful techniques and practices.

Week 7: Types of negotiations: distributive and integrative negotiation - Simulation of negotiation.

Week 8: Conflicts: types of conflicts and handling conflict situations - Conflict management test.

Week 9: Business communication across cultures - Useful techniques and practices.

Week 10: Job application: CV, cover letter - Useful techniques and practices.

Week 11: Preparing written materials: business letters, reports and memos - Useful techniques and practices.

Week 12: Electronic communication in business life - Useful techniques and practices.

Week 13: End-of-term test.

Week 14: Closing and evaluation of the course.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Evaluation is based on the followings:

Requirements for end-of-term signature: Active class participation (no more than 2 missed classes).

Evaluation: based on the following tasks:

- end-of-term test (min. 51% must be obtained) (30 points)
- individual written task (CV) (20 points)
- group task: negotiation simulation (20 points).

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:

PowerPoint slides and additional materials uploaded onto Moodle (szelearning system)

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.

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

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL