

Tárgytematika / Course Description

Business Communication of SMEs

NGM_VS103_1

Tárgyfelelős neve /

Teacher's name: dr. Komlósi László Imre

Félév / Semester: 2016/17/2

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

Aim of Course:

- The aim is to acquaint students with communication tools which are specially optimized to the purposes of SMEs
- Demonstrates the most useful internal and external communication tools for SMEs

TANTÁRGY TARTALMA / DESCRIPTION

Short Content (annotation):

There is nearly 1 million enterprises in Hungary, but 99,9% of them are ranked as SME. Only 869 enterprises have more than 250 employees. Some facts: 58,3% of the realized turnover is produced by SME sector; 55% of GDP is produced by SMEs; 2,7 million people are employed by enterprises, 2 million of them in SME sector.

Business communication of SMEs requires a different approach. SMEs have scarce resources and less experience. SMEs possess a limited range of applicable means for their operation.

The course consists of the following modules:

1. Internal communication: motivation of employees, delegation of tasks and control, team building, organisational development
2. External communication: communication with suppliers, buyers, partners and other stakeholders, applicable marketing communication tools, e.g. online marketing, social marketing, SEO
3. Aspects of cross-cultural business communication
4. Developing communication competences: soft skills competences

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Contact lessons:

- 2 seminars

Semester:

- autumn and spring

Form of assessment:

- continuous accountability (5 levels)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Required readings:

- May, S. (2005), Engaging organisational communication theory and research : multiple perspectives, Sage Publications, Thousand Oaks.
- Miller, K. (2015), Organisational Communication: Approaches and Processes, Thomson Wadsworth, CA.
- Mintzberg, H. / Waters, J. A. (1985): Of Strategies, Deliberate and Emergent. Strategic Management Journal

Suggested readings:

- Schuler, H. (2006), Lehrbuch der Personalpsychologie [Textbook of HR psychology], 2nd revised version, Hogrefe, Göttingen/ Bern/ Vienna.
- Yukl, G. (2010), Leadership in organizations, Pearson, München

On 15. November 2016