

Tárgytematika / Course Description

Business Communication of SMEs

NGM_VS103_1

Tárgyfelelős neve /

Teacher's name: Rámháp Szabolcs

Félév / Semester: 2018/19/2

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 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 / ASSESSMENT'S METHOD

Contact lessons:

2 seminars

Semester:

Autumn and spring

Form of assessment:

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:

- Brochand, B. / Lendrevie, J. (2001): Le nouveau publicitor. Dalloz.
- Fox, V. (2012): Marketing in the age of Google : Your online strategy is your business strategy. John Wiley and Sons, Hoboken.
- Gay, R./Charlesworth, A./Esen, R. (2007): Online marketing : A customer-led approach. Oxford University Press, Oxford.
- Janal, Daniel S. (1999): Online Marketing Handbook: How to Promote, Advertise, and Sell Your Products and Services on the Internet. John Wiley & Sons Inc.
- Konečnik, Maja/Ruzzier, Mitja/Hisrich, Robert D. (2015): Marketing for Entrepreneurs and SMEs - A Global Perspective. Edward Elgar Publishing Ltd.
- Levinson J. C. (2007): Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business. Houghton Mifflin.
- Nwankwo, Sonny/Gbadamosi, Tunji (2010): Entrepreneurship Marketing: Principles and Practice of SME Marketing. Routledge.