

## Tárgytematika / Course Description

### Business Communication of SMEs

NGM\_VS103\_1

**Tárgyfelelős neve /**

**Teacher's name:** Rámháp Szabolcs

**Félév / Semester:** 2019/20/1

**Beszámolási forma /**

**Assesment:** Folyamatos számonkérés

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/2/0

**Tárgy féléves óraszám /**

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

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### OKTATÁS CÉLJA / AIM OF THE COURSE

#### Aim of Course:

The aim of the course, that students get to know and learn the communication tools, which specially optimized to the small and medium sized enterprises. The economic significance, contribution to the GDP and employment of SME sector is very important. But the business communication of these enterprises requires different approach from large companies, they have scarce resources and experience in field of communication, therefore the range of applicable equipment is limited. Our task is demonstration of the most useful intern and extern communication tools for SMEs to the students, and they can learn how to use it in practice.

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### 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, organizational 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

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### SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

#### Contact lessons:

2 seminars. **Attendance at lessons is compulsory, 2 absences are allowed.**

## Form of assessment:

Continuous accountability (5 levels)

The task is an individual project work; students can choose one from the following topics:

1. Marketing communications opportunities for small and medium-sized enterprises in my home country
2. Best practice for business communication from my home country - Presentation of the practice of a company's business communication activity from my home country
3. Best practice for business communication from Hungary - Presentation of the practice of a company's business communication activity from Hungary
4. Application of circular economy business model by small and medium-sized enterprises
5. Marketing challenges of start-up enterprises

Projects should be presented at the end of the semester in front of the whole group in 15 minutes with Power Point presentation. And also should be submitted in a form of essay. Students should use academic literature (at least 8 cited sources!), secondary statistic data (from your country and from Hungary) and if the choice of subject requires make a contact with a concrete firm. (Scientific literature is available in university library in English, and you can use the Internet.) Formal requirement: MS Word document, 15,000 characters, Times New Roman 12 pt., single spaced, normal margins.

### The structure of the paper:

1. Cover page
2. Table of contents
3. Introduction
4. Theoretical part
5. Empirical part
6. Summary
7. Bibliography

### Evaluation and grades:

- 100 – 91% excellent (5)
- 90 – 81% good (4)
- 80 – 67% satisfactory (3)
- 66 – 51% sufficient (2)
- 50 – 0% insufficient (1)

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## KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

### 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.

- 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
- Nwankwo, Sonny/Gbadamosi, Tunji (2010): Entrepreneurship Marketing: Principles and Practice of SME Marketing. Routledge.
- O'leary, S. and Sheehan, K (2008): Building buzz to beat the big boys: Word-of-mouth marketing for small businesses, Westport, London : Praeger
- 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