

COURSE SYLLABUS SEMESTER FALL 2019/2020

Name of Course	Business Communication
Course Code	IVM182ANMI
Allotment of Hours per Week	2/30
Number of Credits	2
Program	
Evaluation	
Semester	1.
Prerequisites	
Department	
Instructor	Éva Kovács dr., János Keresneyi MBA, PDACCI

OBJECTIVES

The course offers the grounding of communication used by managers on a daily basis in business or in a business organization. It introduces students to oral and written communication through a practical approach. Its objective is to create effective communication.

Besides the awareness of communication core knowledge, it is important to acquire and develop the communication skills required in successful managerial work.

Beyond the theoretical aspects of general communication, the syllabus presents the units of business communication, such as public speaking, negotiation techniques, features of non-verbal communication, intercultural communication, advertising communication and protocol. The course also includes practicing professional presentation.

Production is being divided into smaller and smaller units and the separate activities of these production units are connected through organizing a modern, up-to-date creativity and production process. However, each unit is sovereign and it is necessary to establish individual solutions that requires managerial, organizing, business and communication skills even at the lowest level of the production system, not to mention the design phases. Students of engineering are expected to strive after complex knowledge.

CONTENTS

Short description, Methodology:

You can get to know communication basics and knowledge of successful management.

You can learn communication skills and you can develop them in the area of the business communication.

The course provides fundamentals for daily practice in manager's life, which is useful in successful business. You can get to know practical written and verbal methods and tricks of business communication. The main goal is to develop efficient communication in practice.

Schedule:

- 1.Fundamentals of communication: introduction, rules of the handshaking
- 2.Intercultural communication, inclusive society
- 3.Digital challenges, digital communication

4. **Students' presentations:** Challenges and solutions in intercultural communication
5. Soft skills of communication, listening, understanding, empathy, rapporting techniques
6. Communication on the spot: business meetings, negotiation, partnering tactics
7. Profile development : personal profile, business profile, portfolio development
8. **Students' presentations:** Presenting a personal professional profile
9. Meanings and role of nonverbal communication
10. Presentation skills, pitching an idea
11. Commercial messages, business protocol
12. **Students' presentations:** Pitching an idea
13. **Essay**

ATTENDANCE AND GRADING

Attendance:

Attending is required all classes, and will impact the grade (max. 10%). Unexcused absences will adversely affect the grade, and in case of absence from more than 30% of the total number of lesson will be grounds for failing the class. To be in class at the beginning time and stay until the scheduled end of the lesson is required, tardiness of more than 20 minutes will be counted as an absence. In the case of an illness or family emergency, the student must present a valid excuse, such as a doctor's note.

Grading:

Conditions of achievement:

Minimum 70% participation is the lectures, 2 presentation per semester, and a writing an essay on the 14th week of the semester.

Offered exam grade:

Evaluation in percents	Numeric grade
89%-100%	5
77%-88%	4
66%-76%	3
55%-65%	2
0-54%	1

READINGS AND REFERENCE MATERIALS

Dr. Éva Kovács: Business Communication– Digital curriculum, ISBN ISBN 978-963-429-034-6, Publisher: PTE, 2014

Lecture presentations