

Course title	Successful Business Communication						ECTS code	14.3.EE.FL.3072				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Monika Grottel, PhD											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*		3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional				
Total number of hours:						0	Language of instruction:		English			
Teaching form	in-class learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Case studies, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	no requirements											
Introductory requirements	no requirements											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Each student: 1. will work on a group project (groups of 3-4 students) on barriers to interpersonal communication in business, this constitutes 30% of a final grade, 2. will prepare a presentation (in projects' groups) on a given subject, this constitutes 20% of a final grade, 3. will be assessed while working in groups during classes, this constitutes 50% of final grade.											
Course objectives												
The aim of the lecture is to present the specifics of interpersonal communication in international business. Students will: - learn the theoretical aspects of communication, strategies, channels and styles of communication, as well as the principles of verbal and nonverbal communication - review the practice of business communication during the recruitment process, trade meetings, trade fairs - practice how to prepare business presentation and public appearances												
Learning outcomes												
Knowledge	MSG1_W09	The student has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises), responsible for interpersonal business communication.										
	E1_W05	The student has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises), responsible for interpersonal business communication.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W09								X	X		X	
E1_W05								X	X		X	

Skills	MSG1_U09	The student can communicate in an international and culturally diverse environment, can interpret the verbal and non-verbal signals.
	MSG1_U13	The student can prepare and evaluate presentations and oral speeches on selected specific problems concerning international economy.
	MSG1_U14	The student can interact and work in an international team, taking various roles within it.
	E1_U10	The student can prepare and evaluate presentations and oral speeches on selected specific problems concerning international economy.
	E1_U13	The student can interact and work in an international team, taking various roles within it.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U09							X		X		X
MSG1_U13							X				
MSG1_U14							X		X		X
E1_U10							X				
E1_U13							X				X

Attitudes	MSG1_K04	Student is ready to think, communicate and act in an entrepreneurial manner.
	E1_K04	Student is ready to think, communicate and act in an entrepreneurial manner.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04							X	X			X
E1_K04							X	X			X

**Course contents**

1. Theoretical basis of communication: definition of communication, communication process and its participants, features and conditions of effective communication, definition and principles of message formulation, forms of information exchange.
2. Strategies and channels of communication.
3. Principles of verbal communication: semantic principles of communication, secrets of careful listening.
4. Non-verbal communication principles: non-verbal communication channels - body language.
5. Communication styles and types of behavior in the communication process: aggressive attitude, has, assertive.
6. Disturbances and barriers in the communication process: semantic, psychological, environmental and physical barriers, conflict and ways to solve it.
7. Manipulation in the communication process: the impact of emotions on the communication process.
8. Rules for the preparation of a good presentation.
9. Communication during recruitment, how to prepare a CV.
10. Cultural conditions of business communication.
11. Golden rules of communication - student presentations.
12. Final test.

**Recommended reading lists**

1. *Business communication: process and product*. ed. M.E. Guffey, Mason: South-Western Cengage Learning, 2008.
2. Gene Zelazny, *Say it with presentations: how to design and deliver successful business presentations*, 2nd [rev. & expanded.], New York: McGraw-Hill, 2013.
3. Carmine Gallo, *The Presentation Secrets of Steve Jobs. How to be insanely great in front of any audience*, Columnist, Businessweek.com.

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations