

Course title	Business communication						ECTS code	14.03.5341				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	ITiHM	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Jacek Winiarski, Associate Professor											
Number of hours												
Lectures	0	Classes	30	Tutorials	0	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):						220	Semester:	6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						530	Type of course:	optional				
Total number of hours:						750	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations, Case studies, E-learning,											
Prerequisites (required courses and introductory requirements)												
Required courses	None.											
Introductory requirements	Basic writing skills, including grammar and mechanics computer skills, including the ability to create PowerPoint presentations, communicate via email, and use the Internet.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>1. Exam is a multiple choice test (10 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>2. Individual presentation in front of the group on the agreed topic.</p> <p>The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</p>											
Course objectives												
<ol style="list-style-type: none"> To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation. To understand the importance of specifying audience and purpose and to select appropriate communication choices. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument. To develop the ability to research and write a documented paper and/or to give an oral presentation. 												
Learning outcomes												
Knowledge	MSG1_W01	The student has basic knowledge of the methods of conducting business communication.										
	MSG1_W05	The student has knowledge of communication techniques and knows the rules of selecting the technique depending on the type of business reporting										
	MSG1_W11	The student has psychological knowledge about the effectiveness of the application of communication techniques in business										
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_W01							X	X	X		X
MSG1_W05							X	X	X		X
MSG1_W11							X	X	X		X
Skills	MSG1_U01	The student analyzes the communication conditions and consequences of the management process, collects and measures statistical data and economic indicators concerning the effectiveness of business communication in order to draw conclusions									
	E1_U04	The student is able to assess investments and analyze the effectiveness of implementing communication techniques in the enterprise									

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_U01							X	X	X		X
MSG1_U04							X	X	X		X
Attitudes	E1_K01	The student is able to apply creative thinking in solving complex communication problems in business									
	E1_K05	The student is able to work in a group in order to conduct effective business communication									
	MSG1_K06	The student is able to find optimal solutions for selected communication problems in the business									

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
E1_K01							X	X			X
E1_K05							X	X			X
MSG1_K06							X	X			X

Course contents

1. This course provides the knowledge and develops the skills students will need to communicate effectively in a business environment.
2. Related topics integrated throughout the course through the exploration of case study analyzes include global communication, business ethics, the challenges of diversity, and the changing factors influencing business communication.
3. The course focuses on developing the relevant communication techniques required to format and write a wide variety of business documents based on the development of a communication strategy.
4. *Preparation of public speaking, presentations, resumes, cover letters and related career development skills are also important topics for practical exercises.*

Recommended reading lists

Primary literature:

Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson.

Thill, J. V. and Bove&#769;e, C. L. (2015). Excellence in Business Communication, 11th ed. Pearson. ISBN: 0-13-354417-6



Supplementary literature:

Lehman, C. M., DuFrene, D. D., (2013), BCOM4. South-Western Cengage Learning. ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.

Contact

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

** MSG - International Economic Relations