

2. Business Communication

1. Module Title	Business Communication	2. Module Code	
3. Academic Year, Semester, Module Status	2021-2022 Fall semester, Full-time		
4. Aims and Learning Outcomes	<p>In the contemporary global environment, the applicants for the work position do need to master communication skills and to have the understanding of intercultural factors influencing on business communication. HR departments confirm that recruiters do rank the communication skills as one of the leading characteristics while selecting appropriate candidates. This knowledge will help students to be competitive on the labour market in future. The course aims to:</p> <ul style="list-style-type: none"> • Enhance the understanding of the processes of business communication; • Develop listening skills and discuss the main barriers of communication; • Explain the importance of nonverbal communication; • Improve students' presentation and speaking skills; • Make them more sensitive for various cultural environments and preconditions. 		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Understands the importance of business communication in the business environment		K_W01	Project, final exam
2. Knows the main communication strategies and skills		K_W08	Project, final exam
Skills	Effect Code		Assessment
	Subject	Field	
1. Can use optimal communication techniques in a given case		K_U11	Project, final exam
2. Can communicate orally, verbally, and non-verbally in order to achieve the selected goals		K_U13	Project, final exam
3. Can efficiently manage human and material resources, as well as organize work in groups and responsibly fulfil professional roles;		K_U16	Project, final exam
4. Can use the appropriate terminology facilitating work of the collective		K_U18	Project, final exam
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Can efficiently communicate in groups		K_K10	Project, final exam
2. Using communication skills, can ensure productive and comfortable work environment		K_K05	Project, final exam
5. Module Coordinator	Name	E-mail	

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6. Lecturer	Name	E-mail
	mgr Piotr Szefer	piotr.szefer@poczta.fm
7. Module Level	Masters	Bachelors
		x
8. Year and Programme	Year	Programme
	3	BA in Management
9. Module Content		
#	Topics Discussed	Hours
Lecture		
1.	Introduction: Why do we need business communication?	2.5 h
2.	The ways in which we communicate (socialization; verbal and non-verbal communication; presenting yourself)	each topic
3.	Listening a key to understanding – working with different styles of communication	30 h together
4.	Non-verbal communication – it is all about the picture and first impression	
5.	How culture affects communication – negotiation styles	
6.	Business correspondence – nuances and peculiarities (How words may “scream” on paper and in the text)	
7.	Dealing with difficult situation via email and phone communication. What and when we are not supposed to say	
8.	Oral speech and presentation: it is a culture that “speaks” (gestures).	
9.	Oral speech and presentation: define your audience and prepare a plan.	
10.	Formal meetings – how do we present each other?	
11.	Doing business at the parties – savoir vivre of business leisure events	
12.	Summing up	
Workshop		
1.	Defining the role of communication	1.25 h
2.	Group work – how small objects can tell us big stories about occupation of people	each topic
3.	Listening strategy – presenting the skills of the other member of the course: your background, computer and language skills, skills in management and operations, in which division is more likely to work	15 h together
4.	Case study: Challenger, Gray & Christmas – the ways of self-expression and how we react on them; body language	
5.	Watching the interview with Hofstede about “cultural dimensions”	
6.	Mastering your CV	
7.	Business correspondence – writing and presenting different written tasks in groups	
8.	Project presentation	
9.	Project presentation	
10.	Project presentation	
11.	Skills corresponding to the job positions	
12.	Influence of the context, revision, evaluation	
The practical approach to teaching process is organized through workshops by applying interactive discussion, team-work and the presentations by students, which will be discussed during the class.		
10. Individual Student's Work		

#	Description	Hours	
	Work on the Research Project	30	
	Covering Required Readings and taking part in discussions and group work	20	
	Preparing for the Final Exam	15	
11. Assessment Methods	Coursework: Research Project (60%) Final Exam (40%)		
12. Assessment Criteria	In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.		
13. ECTS Credits	5		
		Hours	ECTS
	Contact Hours		
	Lecture	30	1,2
	Workshop	15	0,6
	Consultation	15	0,6
	Other Kind of Student's Activity		
	Individual Student's Work	65	2,6
	SUMM	125	5
14. Required Readings	Larry Samovar (ed.) (2011), Intercultural Communication: a Reader. Pearson, J., & Nelson, P. (2000). An introduction to human communication: understanding and sharing (p. 6). Boston, MA: McGraw-Hill.		
15. Recommended Readings	Kim Baker (2001), How to say it online. Shalom H. Schwartz, "A Theory of Cultural Value Orientations: Explication and Applications" (2006). Nisbett R.E, "The Geography of Thought: How Asians and Westerners Think Differently and Why" (2003). "Culture Club: An Interview with Fons Trompenaars" (2002).		
16. Place where module is run	LU campus		
17. Other			