**SYLABUS**

**Year of Study** 2021-2023

* 1. Course Description – General Information

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| COURSE NAME | Business Communication |
| COURSE CODE | E/IIE/C-1.2a |
| COLLEGE | College of Social Sciences |
| INSTITUTE | Institute of Economics and Finance |
| FIELD OF STUDY | Economics/ International Business – Cross Cultural Aspects |
| QUALIFICATION LEVEL | Master's degree |
| PROFILE | General academic |
| STUDY MODE | Full-time |
| YEAR AND SEMESTER | II/4 |
| COURSE FORMAT | Elective specialized contents group |
| COURSE COORDINATOR | Grzegorz Hajduk, Assoc. Prof. |
| COURSE INSTRUCTOR(S) | Grzegorz Hajduk, Assoc. Prof. |
| LANGUAGE OF INSTRUCTION | English |

1.2. Course organisation –learning format and number of hours, ECTS.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lecture | Tutorial | Conver. | Lab. | Seminar | ZP | Practice | Other (spec.) | **ECTS credit pts.** |
|  | 15 |  |  |  |  |  |  | 2 |

1.3. Method of teaching

X traditional

☐ inclusive of distance learning

1.4. Final assessment type (according to the study plan): (exam, graded credit, ungraded credit)

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| Graded credit |

2. Prerequisites

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| Basic writing and computer skills including the ability to create PowerPoint presentations, communicate via email, and social media channels. |

1. Objectives , teaching outcomes, description and didactic methods
   1. COURSE OBJECTIVES

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| --- | --- |
| C1 | Development of practical skills of using both mass and interpersonal communications in business. |
| C2 | Development of the ability to select effective and efficient forms of communication with the environment. |
| C3 | Introduction to basic principles of preparation and conduct of public speaking and the use of social engineering in communication. |

3.2 Learning Outcomes

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| --- | --- | --- |
| EK (Learning Outcomes) | The Intended Student Learning Course Outcomes | Reference to learning outcomes with regard to the field of study (KEK) |
| EK\_01 | Students identifies advanced descriptive methods and tools, including techniques for data collection and presentation. | K\_W09 |
| EK\_02 | Capable of conducting independent critical analysis of suitability of solutions regarding social problems | K\_U09 |
| EK\_03 | Capable of identifying and express research issues | K\_U10 |
| EK\_04 | Possesses the skills necessary to prepare varied types of written papers in English. | K\_U11 |
| EK\_05 | Possesses the skills necessary to prepare oral presentations both in English. | K\_U12 |
| EK\_06 | Manifests attitudes favouring independent action in learning and work organization. | K\_K03 |

* 1. **COURSE DESCRIPTION**

1. Lecture contents
2. Contents of the tutorials, seminars, etc.

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| 1. Business communication foundations |
| 1. The communication process and models of communication |
| 1. Intercultural and international business communication |
| 1. Public speaking and presentations |
| 1. Principles and types of nonverbal communication |
| 1. Formal and informal communication in an organization |
| 1. Effective written communication |
| 1. Marketing and sales communication tools |
| 1. Visual supporting materials in business communication |
| 1. Using technology to improve business communication |
| 1. Using social media in marketing communication and public relations |
| 1. Small-group communication and problem solving |
| 1. Elevator pitch as a form of business idea |
| 1. Preparing for a job interview |

* 1. TEACHING METHODS

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| presentations, groupwork, discussions, case studies |

1. Methods And Assessment

4.1 The methods of verification of learning outcomes

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| Learning outcomes (symbol) | Grading systems for teaching outcomes (i.e.: test, oral examination, written examination, essay, project, report, observation during classes) | Learning format (lecture, tutorial, …) |
| EK­\_01 | Test, observation during classes | tutorial |
| EK\_02 | Observation during classes | tutorial |
| EK\_03 | Observation during classes | tutorial |
| EK\_04 | Observation during classes | tutorial |
| EK\_05 | Observation during classes | tutorial |
| EK\_06 | Observation of attitudes and feedback during classes | tutorial |

4.2 Assessment and credit requirements

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| The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation (20%), assessing progress in performing presentation (40%) , final test (40%). |

5. Total Student Workload Needed To Achieve Expected Learning Outcomes With Regard To Time And ECTS Credit Points

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| --- | --- |
| Activity | No. of hours/Student workload |
| Hours of classes according to Study Plan | 15 |
| Tutorial preparation | 18 |
| Consultations (attending the teacher’s office hours) | 2 |
| Essay/report writing | 15 |
| The final examination preparation | 0 |
| Examination writing | 0 |
| Other (please specify) |  |
| TOTAL NUMBER OF HOURS | 50 |
| **ECTS CREDITS IN TOTAL** | **2** |

1. Internship

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| --- | --- |
| Number of hours | - |
| Rules and forms of internship | - |

1. Course Literature

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| Primary:   1. Bovee and Courtland, *Business Communication Today*, 10/e. Pearson Education, 2012. 2. C. Hamilton, *Communicating for results: A guide for business and the professions,* Cengage Learning, 2013. |
| Supplementary:   1. B. G. Shwom & L. G. Snyder, *Business communication: Polishing your professional presence.* Pearson, 2015. |

Department head’s or authorized person signature