

**Óbuda University**  
**Keleti Faculty of Business and Management**

<b>GGTUKIAMND</b>		<b>Business Communication</b>							
<b>Institute:</b>	Institute of Economics and Social Sciences 1084 Budapest, Tavaszmező u. 17.					<b>Credit:</b>		4	
<b>Study</b>	full-time		<b>Language:</b> English			<b>Semester:</b>		winter	
<b>technical information</b>									
<b>Course owner:</b>	Dr. Valéria Szekeres			<b>Teacher:</b>		Andrea Gémesi			
<b>Prerequisites:</b>									
<b>Weekly / semester hours:</b>	weekly	<b>Course:</b>	1	<b>Classroom Practice:</b>	0	<b>Lab:</b>	1	<b>Consultation:</b>	0
<b>Requirement:</b>	mid-term mark								
<b>Condition of Signature:</b>									
<b>Grading:</b>									
<b>Educational purpose:</b>	Developing on the student's listening and communication skills								
<b>Mid-tern requirements (task, thesis, essay, etc.):</b>	The evaluation of the semester is based on the syllabus of the course (obtained marks as %). 0 - 50% fail (1) 51 - 61% pass (2) 62 - 73% satisfactory (3) 74 - 85% good (4) 86 - 100% excellent (5).								
<b>Week of Education (Consultation)</b>	<b>Topic (Course)</b>								
1.	Introduction, Effective communication: oral and written. Intercultural aspects of business communication; Fundamentals of communication, Self-knowledge								
3.	Non-verbal communication; Conference and presentation								
5.	Written communication (e-communication); Social Media, networking, PR								
7.	Convincing business communication; Negotiation and conflict								
9.	Stress (conflict and complaint) management; Gender and communication								
11.	Preparation for hearing; Stages of negotiation								
13.	Third party involvement in negotiations, Negotiation styles in different cultures								
<b>Week of Education (Consultation)</b>	<b>Topic (Practice)</b>								
2.	Introduction, Effective communication: oral and written. Intercultural aspects of business communication; Fundamentals of communication, Self-knowledge								
4.	Non-verbal communication; Conference and presentation								
6.	Written communication (e-communication); Social Media, networking, PR								
8.	Convincing business communication; Negotiation and conflict								
10.	Stress (conflict and complaint) management; Gender and communication								
12.	Preparation for hearing; Stages of negotiation								
14.	Third party involvement in negotiations, Negotiation styles in different cultures								
<b>Week of Education (Consultation)</b>	<b>Topic (lab)</b>								
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<b>Compulsory literature</b>	
1	Hofmeister-Tóth Agnes - Mitev Ariel (2007): Üzleti kommunikáció és tárgyalástechnika. Akadémiai Kiadó, Budapest.
2	Guffey, Mary Ellen. (2009) Essentials of Business Communication (6th Canadian Edition). Toronto, Ontario: Nelson.
3	Courtland L. Bovee's (2010): Business Communication Today, tenth edition
4	Simon Clark, Mark Powell: In Company Cambridge Professional series
<b>Recommended literature</b>	
1	Fisher, Roger - Ury, William - Patton, Bruce (2014): A sikeres tárgyalás alapjai. Bagolyvár Könyvkiadó,
2	Pásztor György: Üzleti kommunikáció KVIF, 2004.
3	Horányi Özséb (szerk.) 2-003. Kommunikáció I-II General Press Kiadó, Budapest
4	
<b>The quality assurance methods of the course:</b>	
<b>Developed competences</b>	
	The student is able to manage the informations.
	Take responsibility for analysis, conclusions and decisions