

Subject name: Business communication training		subject code: GUXCT2CBNF GUXCT2CBLF	weekly/semester hours: full time: 0Lc+2Pr+0lab part-time: 0Lc+10tgy+0lab
Credits: 3 Requirement: midterm mark		Pre-requirement: -	
Subject owner: Dr. Balázs Zsuzsanna	Beosztás: Assistant Professor	Faculty and Department name: Keleti Károly Faculty of Business and Management Department of Business Sciences and Digital Skills	
Way of Assessments: Mid-term assessment based on practice-based assignment.			
Course description: People and communication. The need and necessity of communication. The means of communication. Verbal communication, meta-language. Origin and specificity of non-verbal communication. Tools of non-verbal communication. Relationship between verbal and non-verbal communication. The importance and role of personal space and distance. Authenticity. The role of self-awareness and self-awareness in the communication process. Communicative self-awareness. Impression making, sympathy, empathy. Trust. Caressing equivalents. Communication in an economic context. Organisational culture and communication. Formal and informal communication networks. The relationship between communication and economic efficiency. The role of motivation, manipulation, criticism and praise in the workplace. Conflict, conflict management techniques. Delivering presentations and speeches.			
Detailed description of the subject, schedule			
Education weeks	Topics for lectures and practices		
1.	Understanding the foundations of business communication		
2.	Communication traps and harmful communication styles		
3.	Teamwork: preparing for panel discussions		
4.	The theory and practice of assertive communication and conflict resolution: Part 1		
5.	The theory and practice of assertive communication and conflict resolution: Part 2		
6.	Teamwork: preparing for panel discussions		
7.	Argumentation techniques and logical fallacies: Part 1		
8.	Argumentation techniques and logical fallacies: Part 2		
9.	Building confidence through nonverbal awareness: Part 1		
10.	Teamwork: preparing for panel discussions		
11.	Building confidence through nonverbal awareness: Part 2		
12.	Presentation and evaluation of panel discussions		
13.	Presentation and evaluation of panel discussions		
14.	Presentation and evaluation of panel discussions		

Mid-term requirements	
<p>1. Active participation in class activities and regular class attendance: <u>50%</u></p> <p>2. Preparing and conducting a panel discussion: <u>50%</u></p> <ul style="list-style-type: none"> Students work in groups of three or five throughout the semester; Students choose a discussion topic relating to marketing (a list of potential topics is going to be provided); <u>Selecting roles</u>: one student builds up convincing arguments for the selected topic, another student prepares to challenge them and argue against it; the third party acts as a neutral but active moderator in the discussion, who needs to know the arguments of both sides to guide the debate (guidelines are going to be provided); A detailed, high-quality <u>progress report</u> must be submitted by the moderator via Moodle by the given deadline; Presentation of the panel discussion in class (demonstrating assertive communication skills (both verbal and nonverbal) and argumentation techniques discussed in class); Q&A session (engagement with the audience) after the discussion; Length of the panel discussion: minimum 10, maximum 15 minutes/team (excluding the Q&A session). 	
Midterm papers, exams, submissions:	
1.	Week 10: submission of Progress Report
2.	Week 12-14: presentation of panel discussions
3.	
4.	
The signature requirement, the method used to form an exam mark:	
The signature requirement is to participate in classworks according to the TVSZ.	
The colloquium mark must exceed 50%.	
Evaluation of the semester work:	
0-49% failed (1)	
50-61 % passed (2)	
62-73 % satisfactory (3)	
74-85 % good (4)	
86-100 % excellent (5)	
Professional competences to be acquired	
<p>a) Knowledge</p> <ul style="list-style-type: none"> Knowledge of the rules and ethical standards of cooperation in projects, teams and work organisations, project management. Possessing a basic professional vocabulary of economics in your mother tongue and at least one foreign language. <p>b) Abilities</p> <ul style="list-style-type: none"> Ability to cooperate with other fields of knowledge and socio-economic subsystems. Ability to present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, according to the rules of professional communication; Ability to communicate in written, oral and modern info-communication tools in a foreign language; Ability to become receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation; Ability to be receptive to the opinions of others, sectoral, regional, national and European values (including social, social and ecological, sustainability aspects); Ability to possess a basic professional vocabulary of business and economics in English. 	

c) Attitude

- In the effort to achieve quality work, he/she is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work.
- Receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation.
- Seeks to develop his/her knowledge and working relationships, in cooperation with colleagues.
- Receptive to the opinions of others, sectoral, regional, national and European values (including social, social and ecological, sustainability aspects).

d) Autonomy and responsibility

- Gives presentations and conducts discussions independently. Participates independently and responsibly in professional forums within and outside the organisation.
- Under professional guidance, thinks through and develops comprehensive and specific trade and marketing technical issues based on available resources

Literature

Required:

This is a practice-based course. There is no required reading.

Recommended:

BOVÉE, Courtland L. and John V. THILL. 2021. *Business Communication Today*. Global Edition. Fifteenth Edition. Harlow, UK: Pearson.

COLWILL, Deborah A. 2021. *Conflict, Power, and Organisational Change*. Routledge.

NAVARRO, Joe. 2018. *The Dictionary of Body Language: A Field Guide to Human Behavior*. HarperCollins.

PATERSON, Randy J. 2022. *The Assertiveness Workbook. How to Express Your Ideas and Stand Up for Yourself at Work and in Relationships*. Second Edition. New Harbinger Publications.

SURTI, Jay. 2021. *Ultimate Presentations*. Second Edition. London and New York: Kogan Page Books.