

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

<b>GGTUK1AMND</b>		<b>Business Communication</b>							
<b>Department:</b>	Institute of Economics and Social Sciences 1084 Budapest, Tavaszmező u. 17.					<b>ECTS:</b>	4		
<b>Training:</b>	Full-time		<b>Language:</b>	English		<b>Semester:</b>	2019/20/1		
<b>Courses:</b>									
<b>Responsible professor for course:</b>	Dr. Szekeres Valéria			<b>Professor:</b>	Gémesi Andrea				
<b>Preliminaries:</b>									
<b>Number of classes (week/semester)</b>	Weekly	<b>Lecture:</b>	1	<b>Practice:</b>	0	<b>Laboratory</b>	1	<b>Consultation:</b>	0
<b>Obtaining the grade:</b>	mid-term mark								
<b>Requirements for signature:</b>									
<b>Grade is made up of:</b>									
<b>Goal of the subject:</b>	Developing on the student's listening and communication skills								
<b>Term-closing requirements:</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</b>	<b>Topics (lecture)</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</b>	<b>Topics (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>Required literature</b>								
1	Hofmeister-Tóth Ágnes - 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>
<b>1</b>	Fisher, Roger - Ury, William - Patton, Bruce (2014): A sikeres tárgyalás alapjai. Bagolyvár Könyvkiadó,
<b>2</b>	Pásztor György: Üzleti kommunikáció KVIF, 2004.
<b>3</b>	Horányi Özséb (szerk.) 2-003. Kommunikáció I-II General Press Kiadó, Budapest
<b>4</b>	
<b>Quality assurance method:</b>	TÜV CERT EN ISO 9001:2000
	<b>Developed competencies</b>
	The student is able to manage the informations.
	Take responsibility for analysis, conclusions and decisions