

UNIVERSITY OF ECONOMICS - VARNA
IT FACULTY
DEPARTMENT OF LANGUAGES AND COMMUNICATION

SYLLABUS

SUBJECT: BUSINESS COMMUNICATIONS

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

SEMESTER: spring

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

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I. ANNOTATION

This course introduces International Business students to the fundamental principles of business communication. Along with the theoretical background it offers, this course develops hands-on skills, such as negotiating, meetings, public speaking, and writing for business.

Students learn to become better communicators, as they are taught to express themselves coherently, succinctly, and persuasively in a variety of media. They are encouraged to make an active contribution to business case studies, and employ a variety of effective communication strategies, both verbal and non-verbal, while gaining insights into ethics, etiquette, teamwork and nonverbal communication.

As technology has redefined the way social communication works and ultimately, the way business is done, social media concepts and techniques have been integrated throughout the course, from career planning to writing for business. Thus, this course teaches students how to effectively use for work blogs, wikis, podcasts and other social media tools, along with more traditional tools, such as emails, etc.

This course also explores the impact of cultural diversity on international business, and it teaches valuable lessons about intercultural communication in business. Furthermore, by raising their intercultural competences, students eventually gain a competitive advantage in pursuing a career in the global business environment.

The course is beneficial to students with levels of language competences of B2 and above of the Common European Language Framework.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E
	Theme 1. THE GLOBAL WORKPLACE.	1		
1.1	Effective communication in the global business environment			
1.2	Cultural diversity at work			
1.3	Intercultural communication in business			
	Theme 2. HOW TO CREATE IMPACT	2		
2.1.	Influencing tips and practices.			
2.2	Building rapport.			
2.3	Fundamentals of leadership.			
2.4	Developing leadership skills.			
	Theme 3. TEAM SKILLS AND INTERPERSONAL COMMUNICATION	1		
3.1	Communicating effectively in teams.			
3.2	Social networks and virtual communities.			
3.3	Business etiquette in the workplace and online.			
	Theme 4. COMMUNICATING EFFECTIVELY IN PURSUING CAREER DEVELOPMENT.	2	2	
4.1	Writing resumes/CVs and cover letters.			
4.2	Using professional social media sites. LinkedIn.			
4.3	Creating online CVs.			
4.4	Improving professional online social media profiles.			
4.5	Applying and interviewing for employment.			
4.6	Successful job interviews.			
4.7	Non-verbal communication in face-to-face interactions.			
	Theme 5. COMMUNICATING IN A CRISIS	2	2	
5.1	Managing conflict. Non-verbal language in managing conflict.			

5.2	Mirroring techniques. Giving bad news.			
5.3	Creating empathy.			
5.4	Counselling. Coaching.			
5.5	Dealing with abrasive managers and toxic employees.			
Theme 6. WRITING FOR BUSINESS		6	10	
6.1	The three-step approach to writing: planning, writing and editing. Selecting the right medium: oral media, written media, online media, visual media, electronic media.			
6.3	Choosing the audience. Changing writing perspective.			
6.4	Assertive writing.			
6.5	Writing emails. Writing reports. Writing proposals, etc.			
6.6	Linguistic features. Writing style.			
6.7	Assertive vs Passive vs Aggressive Business Communication			
6.8	Communicating on social networks			
Theme 7. NON-VERBAL COMMUNICATION				
Theme 8. BUSINESS PRESENTATIONS		2	6	
8.1	Presentations criteria: structure, delivery, visuals			
8.2	Structure: introduction, body, conclusion, Q&A.			
8.3	Delivery criteria.			
8.4	Q&A.			
8.5	Non-verbal communication.			
Theme 9. SALES PITCHES.		2	4	
9.1	Elevator pitch vs. sales pitch.			
9.2	Pitching competitions.			
9.3	Business angels & venture capitalists			
Theme 10. BUSINESS AND CULTURE		2	2	
10.1	Cultural stereotypes.			
10.2	Culture and social development.			
10.3	Hofstede. The GLOBE Project.			
10.4	Online communication and new identities.			
Theme 11. NEGOTIATIONS				
11.1	Intercultural meetings and negotiations.	2	2	
11.2	The language of negotiations			
11.3	Negotiations and relationships			
11.4	Identity negotiation perspective			
Theme 12. COVID-19 AND BUSINESS COMMUNICATION		2		
Theme 13. BIAS AND PREJUDICE IN BUSINESS.		2	1	
13.1	The gender gap. The glass ceiling phenomenon.			
13.2	Preventing sexual harassment.			
13.3	Ageism.			
Theme 14. BUSINESS ETHICS		1		
14.1	Committing to ethical communication			
14.2	Making ethical choices			
Theme 15. AUTOMATION AND COMMUNICATION		2		
Theme 16 PERSONAL DEVELOPMENT		1	1	
16.1	Self-awareness and communication			
16.2	Johari windows			
16.3	Developing assertiveness			
16.4	Time management. Career planning: setting career objectives			
		Total:	30	30

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Speaking assignments: pitch, presentation, roleplays, case studies, discussions, etc,	10	45
1.2.	Writing assignments	10	45
	Total midterm control:	20	90
2.	Final term control		
2.1.	Examination (test)	1	30
	Total final term control:	21	30
	Total for all types of control:	21	120

IV. BIBLIOGRAPHY

REQUIRED:

1. *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace*, 8th Edition, Courtland L Bovee, C. Allen Paul, John Thill, ©2019, Pearson
2. Prominence Interactive E-book , 2020
<https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/>
3. Dubicka, I. et al., *Business Partner*, Coursebook with Digital Resources, B2+, Pearson, 2019
4. Dubicka, I. et al., *Business Partner*, Coursebook with Digital Resources, C1, Pearson, 2020

RECOMMENDED:

1. www.economist.com
2. *Outliers, The Story of Success*, Malcolm Gladwell, Penguin, 2008
3. www.hbr.org