

Business-related communication - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Business-related communication
Kod przedmiotu	04.2-WE-BizEIP-ZasadyKomunBiznes-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Biznes elektroniczny
Profil	praktyczny
Rodzaj studiów	Program Erasmus pierwszego stopnia
Semestr rozpoczęcia	semestr zimowy 2022/2023

Informacje o przedmiocie	
Semestr	6
Liczba punktów ECTS do zdobycia	2
Typ przedmiotu	obieralny
Język nauczania	angielski
Sylabus opracował	dr inż. Anna Pławiak-Mowna, prof. UZ

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Laboratorium	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

The primary focus of the course is the presentation of fundamental principles of effective interpersonal communication in business. Developing communication skills.

Wymagania wstępne

None.

Zakres tematyczny

Communication competence and the information society.

Communication. Verbal, non-verbal, written communication. Communication barriers and resolving communication problems. Conditions for effective communication, communication problems with the client or contractor. Principles of effective self-presentation, self-presentation skills in the workplace.

Electronic Communication in Business, Computer mediated communication. Communication networks and barriers in communication. Netiquette.

The effective written communication. Writing effective messages across multiple forms of media.

Information and communication technologies. E-services.

Metody kształcenia

Project. Exercise classes. Teamwork. Discussion. Case-study. Didactic games.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Knows the basic principles of effective communication		- przygotowanie projektu - presentation	Laboratorium
Make effective use of the principles of written communication		praca pisemna	Laboratorium
A student who has completed the subject knows the applications of information and communication technologies for e-business.		- przygotowanie projektu - presentation	Laboratorium

Warunki zaliczenia

The following guidelines will be used to establish the final grade for the course: the passing condition is to obtain positive marks from all exercises conducted during the semester.

Grades will be administered using the standard 90% = 5, 80% = 4.5, 70% = 4, 60% = 3.5, 50% = 3.

Specifically, 100 - 90 = 5, 89 - 80 = 4.5, 79 - 70 = 4, 69 - 60 = 3.5, and 59 - 50 = 3.

Literatura podstawowa

1. Anders AD., Coleman JT., Castleberry SB.: Communication Preferences of Business-to-Business Buyers for Receiving Initial Sales Messages: A Comparison of Media Channel Selection Theories. *International Journal of Business Communication*. 2020;57(3):370-400.
2. Buzarna-Tihenea (Galbeaza), A., Written Business Communication. Casy Study: Auditor's Report, *Ovidius University Annals, Series Economic Sciences*. 2019, Vol. 19 Issue 1, pp. 140-147
3. Moffett JW, Folse JAG, Palmatier RW. A theory of multiformat communication: mechanisms, dynamics, and strategies. *Journal of the Academy of Marketing Science* [Internet]. 2021 May;49(3):441–61.
4. Nosalska, K., Mazurek, G.: Marketing principles for Industry 4.0 – a conceptual framework, *Engineering Management in Production and Services*, 2019, 11(3), 9-20.
5. Pardillo JC. Business Communication [Internet]. Vol. E-book edition. Oakville, ON, Canada: Society Publishing; 2019.

Literatura uzupełniająca

1. Bhatt.AK Administrative and Business Communication [Internet]. [N.p.]: Laxmi Publications Pvt Ltd; 2015.
2. Business Email Etiquette, <http://www.busessemailletiquette.com/>
3. Booher D. *Faster, Fewer, Better Emails : Manage the Volume, Reduce the Stress, Love the Results*Vol First edition. Berrett-Koehler Publishers; 2019.
4. Hambridge S.: Netiquette Guidelines, Intel Corp., 1995, <http://www.ietf.org/rfc/rfc1855.txt>
5. Kopus TL., Klimova II.: Reimagine Pitch as a Speech Genre in Business Communication, *Perm University Herald. Russian & Foreign Philology / Vestnik Permskogo Universiteta. Rossijskaa i Zarubeznaa Filolgia*, 2020, 12(3), pp. 31–40.
6. Mautner G., Rainer F. Handbook of Business Communication : Linguistic Approaches [Internet]. Berlin/Boston: De Gruyter Mouton; 2016. (Handbooks of Applied Linguistics [HAL]).
7. Schartel Dunn SG, Lane PL. Do Interns Know What They Think They Know? Assessing Business Communication Skills in Interns and Recent Graduates. *Business and Professional Communication Quarterly*. 2019;82(2):202-213
8. Sharma D. A Business Communication Assessment Tool Based on Workplace Assessment Processes and Service-Learning. *Business & Professional Communication Quarterly* [Internet]. 2021 Jun [cited 2021 Jul 12];84(2):89–115.

Uwagi

None.

Zmodyfikowane przez dr inż. Anna Pławiak-Mowna, prof. UZ (ostatnia modyfikacja: 12-04-2022 13:26)

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