



Short Program of Course:

Academic Year: 2021 – 2022

Business communication

"Bachelor" in "Agribusiness Management"
First Cycle Study Program (180 ECTS)

Type of activity	hours
Lectures:	33
Seminars:	11
Exercises:	
Laboratory:	
Fieldwork practice:	
Clinical practice:	
Sportive practice:	

Credits:	4
Discipline:	A

Total workload	4 x 25 = 100
Class workload:	44
Individual workload:	56

Code:	
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Description of Course

1	<p>COMMUNICATION AND ITS IMPORTANCE □ Definition of communication, its importance and content</p> <p>□ Basics of communication model □ Communication circumstances</p> <p>□ Responsibilities of a communicator Principles of effective communication</p>
2	<p>NON-VERBAL COMMUNICATION Definition and principles of non-verbal communication</p> <p>Importance of nonverbal messages Types of nonverbal communication</p> <p>Effective use of nonverbal signals Nonverbal communication strategies to be successful.</p>
3	<p>CONVERSATION OF VERBAL MESSAGES What is language?</p> <p>Messages</p> <p>Principles of verbal communication Language as a barrier to communication</p> <p>Strategies used to express messages Improving verbal communication</p> <p>Verbal communication vs nonverbal communication</p>
4	<p>PLANNING EFFECTIVE BUSINESS MESSAGES Steps of the saving process</p> <p>Situation analysis Research and investigation Collection of information</p>
5	<p>PLANNING EFFECTIVE BUSINESS MESSAGES □ Ethics, plagiarism and reliability of resources Choice of tools for conveying messages □ Message organization</p>
6	<p>WRITING BUSINESS MESSAGES Recognition of the audience</p> <p>Adaptation to the audience □ Self-understanding as an essential process of communication</p> <p>□ Perception</p> <p>□ End of message</p>

7	<p>IMPROVING HEARINGS AND FEEDBACK Recognition of different types of hearing Understanding the listening process Overcoming barriers through effective listening Feedback and its importance Forms of feedback</p>
8	<p>EMPLOYMENT MESSAGES AND CV The main steps to finding a suitable job CV planning and writing Completion and submission of CV</p>
9	<p>JOB INTERVIEWS Understanding the interview process Preparing for a job interview Interviewing Types of business communication documents</p>
10	<p>ORAL AND ELECTRONIC PRESENTATION Importance and functions of presentation Presentation planning Presentation formulation Practical presentation presentation</p>
11	<p>INTERPERSONAL COMMUNICATION Intrapersonal Communication Definition and dimensions of self Interpersonal communication Basics of self-discovery Interpersonal relationships Conflict in the work environment</p>
12	<p>BUSINESS COMMUNICATION AND ETHICS Understanding ethics Influences on personal ethics Predominant ethical values Communication and ethical issues</p>
13	<p>COMMUNICATION AND GROUP WORK What is a group? Identify the group cycle and the role of its members Effective group communication Implementation of stages for group problem solving Preparing for professional and business meetings</p>
14	<p>COMMUNICATION AND CULTURE IN THE ORGANIZATION Organizational culture Types of culture in the organization Some models of culture in the organization Factors influencing culture in the organization</p>
15	<p>COMMUNICATION AND CULTURE IN THE ORGANIZATION Changing the culture of the organization The role of employees in the culture of the organization The role of communication and relationships for a healthy organization Threats to the culture of the organization</p>