



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

COURSE TITLE: BASICS OF COMMUNICATION

SEMESTER: SUMMER

TEACHER'S NAME: MARTIN OSSIKOVSKI

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1. ANNOTATION

The course offers a basic introduction to general communication theory and business communication. Accordingly, lecture topics are divided into two larger sections: section one deals with general communication theory, and section two deals with business communication. In particular, the course will focus on some key genres of written and oral, formal and semi-formal contemporary business communication: curricula vitae, cover/motivation letters, email correspondence, job interview techniques, and multimedia presentations.

2. LANGUAGE OF TEACHING

ENGLISH

3. COURSE CONTENT (TOPICS)

UNIT ONE. GENERAL COMMUNICATION THEORY

WEEK 1. Course presentation, preliminary remarks, introduction of participants. (**SEMINAR:** free starter discussion.)

WEEK 2. What is communication? Signs, messages, meanings, codes. (**SEMINAR:** Group game – “Broken communication code”.)

WEEK 3. Non-verbal communication. Body signs. Facial expression, eye contact, body language, touch, gestures. (**SEMINAR:** Group game – “Explain it without words”.)

WEEK 4. Non-verbal communication. Visual signs. Image, colour, representation. (**SEMINAR:** Group game – “Map it out”.)

WEEK 5. Verbal communication. What is language? Spoken and written verbal communication. (**SEMINAR:** Group game – “Translating poetry”.)

WEEK 6. Verbal communication. The power of metaphors. (**SEMINAR:** Employing the best metaphor.)

UNIT TWO. PRACTICAL ASPECTS OF CONTEMPORARY BUSINESS COMMUNICATION

WEEK 7. What is business communication all about? Mapping out core fields of business communication. Traditional spoken and written forms of business communication. (**SEMINAR:** Examples of failing business communication cases.)

WEEK 8. Communication skills as a key factor for career success. Communication challenges of today's workplace. (**SEMINAR:** Self-evaluation of communication skills; small-group presentations of



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course participants.)

WEEK 9. The importance of soft skills. Oral communication, written communication, listening comprehension, critical thinking, team play, nonverbal behavior, etiquette. (**SEMINAR:** Resolving workplace conflicts.)

WEEK 10. The challenges of cross-cultural communication. Cultural identities, cultural differences. Acceptable and unacceptable forms of behavior. (**SEMINAR:** Cultural misunderstanding case studies.)

WEEK 11. Traditional written formats A. E-mails and memos. (**SEMINAR:** E-mail writing techniques.)

WEEK 12. Traditional written formats B. CVs/résumés. (**SEMINAR:** Personal CV writing techniques.)

WEEK 13. Traditional written formats C. Cover/motivation letters. (**SEMINAR:** Cover letter writing techniques.)

WEEK 14. Job interviews. Looking for appropriate openings, packing application documents, job interview communication patterns and tricks. (**SEMINAR:** Job interview case studies.)

WEEK 15. Course conclusion and summary. (**SEMINAR:** Concluding discussion.)

4. METHODS OF TEACHING

Lectures will proceed in semi-formal discussion format. Follow-up seminars are planned to allow for a variety of interactive forms, including group games, role play, and self-assessment tasks.

5. LEARNING OUTCOMES

Towards the end of the course, successful participants will be able to:

- Assess critically various forms of verbal and non-verbal communication
- Improve their general communication approach in everyday life
- Prepare formally faultless CVs and cover letters
- Apply various useful techniques in e-mail writing and multimedia presentation planning and design
- Look rationally for appropriate position openings, prepare job application documents
- Successful participants should improve their confidence about job interviews

6. ASSESTMENT METHODS

Towards the end of the course, each student will have to complete three assignments:

- One personal CV (=CV)
- One job application cover letter on a pre-selected advertisement (=COVER)
- One formal business e-mail on a pre-selected topic (=MAIL)
- As well, participants will have to sit a final written exam covering lecture topics for weeks 2-14 (=EXAM)

Final grades (=FINAL) are calculated as follows: **FINAL=0.25*(CV+COVER+MAIL+EXAM)**



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7. REFERENCES (MANDATORY AND RECOMMENDED)

MANDATORY

Bovée, Courtland L., and John V. Thill. *Excellence in Business Communication*. 10th ed. Boston: Pearson, 2013.

Danesi, Marcel. *Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory*. 3rd ed. Toronto: Canadian Scholars' Press, 2004.

Guffey, Mary Ellen. *Business Communication: Process & Product*. 6th ed. Mason, OH: Thomson, 2008.

_____. *Essentials of Business Communication*. 7th ed. Mason, OH: Thomson, 2007.

O'Rourke, James S. *The Business Communication Casebook*. 2nd ed. Mason, OH: Thomson, 2007.

RECOMMENDED

Bahl, Sushil. *Business Communication Today*. Thousand Oaks, Calif.: Sage Publications, 1996.

Bailey, Edward P. *Writing & Speaking at Work: A Practical Guide for Business Communication*. 5th ed. Boston: Prentice Hall, 2011.

Business Communication Style Guide : The Practical Guide to Clarity, Readability and Correctness in Business Writing. 2nd ed. Mission, Kansas: SkillPath Publications, 2012.

Chaney, Lillian H., and Jeanette S. Martin. *Intercultural Business Communication*. 5th ed. Upper Saddle River, N.J.: Prentice Hall, 2011.

Hinner, Michael B. *Introduction to Business Communication*. Frankfurt am Main; New York: Peter Lang, 2005.