

Syllabus: “Business Communication” Summer Semester 2023

International School, Summer Semester 2023
Maria-Zoica Balaban

(a) Inhalt und Ansatz | Content and Approach

- The course is intended for the students of all faculties, to introduce them to the Business Communication area.
- In this course the students will learn about:
 - The *Business Communication* concept
 - Verbal Communication (Oral Communication vs. Written Communication)
 - Non-Verbal Communication
 - The Recruitment Process
- Teaching methods are oriented towards student-centred learning and include activities such as lectures, pair and group work, role play and interactive activities on different learning platforms.
- The course will be offered as an online session.
- Students require at least an intermediate level of English to follow the lessons.
- Completion of assignments and regular attendance (at least 80% of all sessions) is required for exam admission.
- For the successful completion of the course, the student will be awarded 2.5 ECTS. Therefore, students should be prepared to spend considerable time working with the study content.
- Participants are required to register for the course via StudIP, where all teaching resources will be made available. If there are problems with the registration via StudIP please contact Maria-Zoica Balaban via zoica_ghitan@yahoo.com

(b) Qualifikationsziele | Learning Objectives

- This course is aimed at introducing the students to the Business Communication area and increase their knowledge of business terminology.
- Students learn about and practice:
 - Oral and written communication forms used in the business environment
- Students are taught:
 - to read non-verbal communication
- Students develop:
 - Communication skills for different business-related situations.

(c) Kursstruktur | Course Structure

- The class will be held in a weekly circle from 8.15 to 9.45. The online access to the course will be made available via StudIP in the course profil.
- The course schedule is as follows:
 1. Communication vs. Business Communication
 2. Verbal Communication
 - 2.1 Oral Communication (Business Presentations, Meetings, Negotiations)
 - 2.2 Written Communication (e-mails, business letters, reports, and proposals)
 3. Non-Verbal Communication in the Business Environment
 4. Getting Hired (the recruitment process)

(d) Kontakt | Contact

- E-Mail: zoica_ghitan@yahoo.com

(e) Studien- und Prüfungsleistungen | Course Assessment

- The final assessment consists of two parts:
 - a) a portfolio that will be presented by the students. The portfolio will consist of a CV, an application letter, a job description, a business report and a business proposal) – 50%
 - b) a final written exam which consists of a quiz about the material learned in the course. You will have 1 hour for the final written exam. – 50%
- The exam will be held on the 31.07.2023, from 08.15 to 09.15. The room/online access will be announced over StudIP.
- For the successful completion of the course, the student will be awarded 2.5 ECTS.