

# ERASMUS

## SOCIOLOGY

1	Name of the course	<b>Business Communication</b>
2	Name and surname of the lecturer, title / academic degree	Marzena Sylwia Kruk, phd
3	Language	<b>angielski</b>
4	Strona WWW	
5	Semestr	<b>Winter and summer</b>
6	ECTS and number of hours	<p>Hours with the participation of an academic teacher:</p> <p><b>Lecture</b> 30h, 5 ECTS Consultations 5h Total number of hours with the participation of an academic teacher 35h Number of ECTS credits with the participation of an academic teacher 2</p> <p>Non-contact hours (student's own work): Studying literature 50h Preparation to the exam 25h Total number of non-contact hours 75h Number of ECTS points for non-contact hours 3</p> <p><b>Total number of ECTS points 5</b></p>
7	Prerequisites	English B2 ... Basic knowledge of society
8	Description of the course	<p>The subject of the lecture are issues related to communication in business understood as the process of social communication. The theoretical basis are issues related to society, social and business relations as well as the concept, types and models of communication in business. The principles of communication are analyzed, interpersonal communication, taking into account the principles of etiquette on the example of selected countries and cultures.</p> <p>The principles of communication in social groups, organizations and enterprises are discussed. Decision-making processes and communication in conflict situations are also discussed, taking into account the problems of persuasion, manipulation and methods of dispute resolution.</p>
9	Topics	<ol style="list-style-type: none"> <li>1. Theory of Communication.</li> <li>2. The essence and specificity of communication in business.</li> <li>3. Communication process.</li> <li>4. Communication functions in business.</li> <li>5. Methods &amp; Modes of Communication.</li> <li>6. Channels of communication in business.</li> <li>7. Diagonal Communication or crosswise communication.</li> <li>8. Communication in organizations – etiquette.</li> <li>9. Barriers to communication.</li> <li>10. Managed by the conflict.</li> <li>11. Decision-making processes.</li> <li>12. Mediations, negotiations.</li> </ol>

		13. Human capital and features of communication with the group 14. Organizational culture. 15. Intercultural communication – rules.
10	Literature	Compulsory literature: 1. Bell, R.L. (2009). Dialing in to the hidden hierarchy: An analysis of culture as content in popular press business books. <i>Journal of Leadership, Accountability and Ethics</i> , 7(3), 41-60 2. Dulek, R.E. (1993). Models of development: Business schools and business communication. <i>Journal of Business Communication</i> , 30(3), 315-331. Forman, J. (1998). More than survival: The discipline of business communication and the uses of translation. <i>Journal of Business Communication</i> , 35(1), 50-6 3. Hagge, J. (1989). The spurious paternity of business communication principles. <i>Journal of Business Communication</i> , 26(1), 33-55. 4. Locker, K.O. (1998). The role of the association for business communication in shaping business communication as an academic discipline. <i>Journal of Business Communication</i> , 35(1), 14-49. 5. Locker, K.O. (1998). The role of the association for business communication in shaping business communication as an academic discipline. <i>Journal of Business Communication</i> , 35(1), 14-49. Supplementary literature: 1. Thomas, D. C., K. Inkson. 2017. <i>Cultural Intelligence</i> . Oakland: Berrett-Koehler Publisher. 2. Dignen, B. 2011. <i>Communicating Across Cultures</i> . Cambridge: Cambridge University Press.
11	Learning outcomes	<b>Knows and understands at an advanced level selected facts, objects and phenomena in the field of sociological sub-disciplines as well as other detailed social issues (K_W02) P6U_W P6S_WG</b>  <b>Student can use his/her sociological knowledge in predictable conditions and in conditions requiring non-standard solutions (K_U01) P6U_U P6S_UW</b>  <b>Can discuss social issues and critically evaluate the positions of other debaters (K_U06) P6U_U P6S_UK</b>
12	Method of verification of learning outcomes (separately for each effect)	<b>K_W02: Elaboration on a selected topic min 3 pp. - max 6 pp.</b> <b>K_U01: Discussion based on literature and examples</b> <b>K_U06: Discussion based on literature and examples</b>
13	Teaching methods	Informative lecture, discussion, model examples
14	1 Assessment methods 2 Assessment criteria	1. On the basis of the prepared elaboration on a selected topic and participation in the discussion 2. Min. 3 pp 3.0 – 6 pp 5.0

