



INTERNATIONAL BUSINESS COMMUNICATON

General data

Course code:	B19GMK13E
ECTS credits:	7
Type of the course:	Core module
Semester:	Fall, Semester 5
Course restrictions:	-
Course leader (with availabilities):	<i>Edit Gyarmatiné Bányai, PhD</i> <i>banyai.edit@ktk.pte.hu</i> <i>+36 72 501 599/63373</i>
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1. Description and aims

This module aims:

- to improve knowledge about the nature business communication in an intercultural environment
- to raise the awareness of the importance of understanding and managing cultural differences in contemporary global business environment. Mastering intercultural communication is important for many managerial tasks and business situations, including: negotiating, socializing, giving presentations, advertising, applying for a job, managing and working in multicultural teams etc.
- to develop skills in business communication, to help students in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. understand the importance and classify the main elements of cross-cultural business communication, international negotiations and business ethics (*PILO1*),
2. apply general principles for professional business communication, and develop an understanding of how contextual factors such as national culture, values, attitudes and organizational culture influence communication and decisions in an organization (*PILO2*),
3. compare and contrast cultural differences and similarities in global business processes (*PILO1, PILO2*),
4. understand why people from other cultures in certain situations behave in a different way, how culture impacts communication, and how intercultural communication works (*PILO1, PILO2*),



5. demonstrate high level of verbal, nonverbal and written communications skills (*PILO5, PILO6, PILO7, PILO8*)
6. understanding of the importance of coping with and managing cultural differences in a way that they become an opportunity (*PILO3, PILO4*),
7. skills of making appropriate preparations for managing intercultural business situations, especially business negotiations with counterparts from other cultures (*PILO5, PILO6, PILO7, PILO8*),
8. ability to create effective messages, write business letters and emails, communicate with partners and customers through social media, prepare and conduct meetings, communicate in teams, in telephone conversations and face-to-face, give oral presentations, write business reports, apply for positions, prepare and follow up interviews, prepare and conduct international negotiations (*PILO5, PILO6*).

(The remarks in brackets express each CLO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

1. Introduction. Course description: Course Contents and Learning Objectives etc.
Professional Communication in Today's Digital, Social, Mobile World
2. Communicating in the world of diversity
3. Contrasting Cultural Values, Cultural Shock
4. Oral Communication Patterns in an intercultural environment
5. Nonverbal Communication Patterns in an intercultural environment
6. Collaboration, Interpersonal Communication, and Business Etiquette
7. Written Communication Patterns
8. Crafting messages for digital channels
9. Writing reports. Developing and Delivering Business Presentations
10. Intercultural Negotiation Process and Components
11. Fundamental Skills for the Mobile-Digital-Social Workplace. Future trends. Communication and sustainability (The way of sustainable communication)
12. Student presentations (peer evaluation, giving feedback)

4. Learning and teaching strategy, methodology

The teaching methods include lectures, cases, training exercises and written and oral assignments (including both individual and group assignments).

It puts emphases on teamwork, on student presentations and interactive discussions.

5. Assessment

Formative assessment elements:

A high emphasis is placed on participation in simulation exercises with subsequent coaching and feedback by both the teacher as an instructor as well as fellow classmates.

Each exercise consists of an activity designed to get students thinking about, practicing, and discussing communication skills.



Summative assessment elements:

Individual Assessment		50 %	Group Assessment		50 %	
Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Written Assessment	20%	written assignments (partly individual – partly group work)	writing letters and reports			5, 9
Presentation	20%	Oral group work	Every group has to choose a presentation topic and present it at the end of the semester.	date of presentation cannot rescheduled, but students have one possible retake opportunity, but they after the date they can earn half points for presentation		5,6,7,8
Class room activity	20%	oral assignments	Short individual and group exercises during the classes			5,6,7,8
Final exam	40%	exam	A written exam based on chapters 1-12	one retake opportunity	yes	1,2,3,4, 5

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential

Bovee – Thill (2019): Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, 8th Edition, Pearson, ISBN-13: 9780134729572

Presentations of lectures

7. Further information

International aspects embedded with the course
As the course focuses on international business communication, international aspects are core elements of the lectures. We use international case examples during classes. We plan to have guest lectures from international faculty or from a professional field.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
We have special topics during the semester which connect to business ethic, social customs and sustainability (sustainable communication). We also use case examples during classes to demonstrate these topics.



Connections to the world of practice of the course

We use the following methods to ensure connection to the world of practice:

Talks from practitioners during class

Use of own practitioner focused research

Use of own consulting / work experience