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| **Course title** | **Business Interpersonal Communication** |
| **Lecturer** | dr Sylwia Wrona, dr Magdalena Daszkiewicz |
| **Level** | bachelor |
| **Length** | 30 / L: 15, W: 15 |
| **Type** | major course |
| **Form** | lecture and workshop |
| **Content** | 1. Communication as a key to dialogue with other people. How to establish and maintain contact. How to build relationships.
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| 1. Communicative competence: what it is, what elements it is composed of, why it is important, what it is used for, what it determines.
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| 1. Communication styles. What is the communicational pattern. How to communicate with people representing different styles. How to be flexible in the use of various styles.
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| 1. Rules of effective communication. How to use basic principles to communicate effectively with others.
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| 1. Communication barriers. What challenges arise in communication situations and how to overcome difficulties in this area.
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| 1. Verbal and non-verbal communication. What are the communication codes, what elements they consist of, what functions they fulfill and how to ensure the consistency of the message.
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| 1. Tools of effective communication. Active listening: what it is and what are its requirements. Paraphrase: what it is, when and how to use it. Questions: what are the different types of questions, how and in what situations to use them.
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| 1. Tools of effective communication. Feedback: what it is, what it is used for and how properly create and provide feedback.
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| 1. Communication in a group and one-to-one communication. When these types of communication are similar and when they are very different. What methods to apply to effectively communicate.
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| 1. Persuasive communication. How to convince others using methods and tools of social influence.
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| 1. Communication in conflict situations. How to cope with emotions in difficult situations and how to react to criticism.
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| 1. Presentations and speeches. How to deal with the professional preparation and the effective implementation: who, for whom, what, when, where, how long, by what method, for what purpose and with what results.
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| 1. Indirect forms of communication. How to effectively and appropriately use communication channels as telephone, e-mail, Internet, social media and correspondence.
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| 1. Self-presentation and image creation. How to build positive image, using elements of savoir-vivre and how to control the way we are perceived by others. How to create a personal brand.
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| 1. Various communication situations: proper structure, thoughtful measures, the correct message. How to build a message, how to adjust language and style of expression, how to start, develop and end, and how to make the message more attractive using visual means.
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| **Prerequisites** | None |
| **Learning outcomes** | Knowledge: Students learn the principles of effective communication and the ways of overcoming communication barriers. They know key tools of effective communication and recognize the importance of communicative competence for building effective relationships. |
| Skills: Students are able to use acquired knowledge in practice. They develop their skills of using different tools in a variety of communicative situations, including effective coping with problems and overcoming barriers, by using the ability of proper use of verbal and non-verbal communication. |
| Competences: Students are able to formulate their opinions: clearly and logically, verbally and in writing. They have ability to speak in public, to convince others, to work in a team and to build relationships. They are open to dialogue and they are able to adapt and operate in different conditions, while respecting the diversity of views and different cultures. |
| **Selected literature** | 1. Hamilton Ch., *Communicating for Results: A Guide for Business and the Professions*, Wadsforth 2014
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| 1. Thill J.V., Bovée L.C., *Excellence in Business Communication*, Pearson 2014
 |
| 1. Morreale S. P., Spitzberg B. H., Barge J. K., *Communication: Motivation, Knowledge, Skills*, Peter Lang Publishing 2013
 |
| 1. Munter M., Hamilton L., *Guide to Managerial Communication*, Pearson 2013
 |
| 1. Stewart J., *Bridges Not Walls: A Book About Interpersonal Communication*, McGraw-Hill Education 2012
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| **Teaching tools** | lecture, case studies, class discussions, individual and group projects |
| **Form of examination** | partial tasks, project work |