

Informačný list predmetu

Akademický rok 2024/2025

Vysoká škola	Univerzita sv. Cyrila a Metoda v Trnave
Fakulta	FMK UCM
Kód predmetu	KMARK/22bdVZME004/22
Názov predmetu	Bussines komunikácia
Rozsah	2P
Počet kreditov	3
Vyučujúci	Bc. Michael Valek (prednášajúci)

Ciel'

Business Communication, social communication, verbal communication, nonverbal communication, communication techniques, manipulation, empathy, assertiveness. The course is focused on types of business communication and techniques used

Podmienky na absolvovanie predmetu

SK

The course is designed as a pass-fail. The condition to pass the seminars are: • attend at least half of the sessions, • accomplish the given task, • reach altogether at least 60 points. The final grade is the result of following parts: 1. The task (max. 90 pt.) 2. Presence (max. 10 pt.) – minimum of 6 sessions attended, the number of points will be calculated from the percentage of attendance. The scale A 1.0 excellent - excellent results with only minimal errors <92-100%>

B 1.5 very good - above average results with minor errors <83-91 %>

C 2.0 good - fairly good, average results <74-82%>

D 2.5 satisfactory - good results but significant errors occur <65-73%>

E 3.0 satisfactory - results meet the minimum criteria <56-64 %>

FX 4.0 insufficient - passing the course still requires a significant amount of effort and work on the part of the student <0-55 %>

Výsledky vzdelávania

KNOWLEDGE: Improved English language, vocabulary and confidence. SKILLS: fluent and confident speech and ability to understand different communication strategies COMPETENCES: the student will expand English competency, communication competencies in English skills, strengthen creative thinking, develops logical thinking. Listening comprehension, conversation and discussion of various texts on general topics, logical presentation of ideas and arguments through short speeches and debates. An understanding of the principles of effective business communication Course syllabus: To increase students' confidence and fluency in conversational English. - To provide students with opportunities to activate English studied in other courses. - To provide students with practice in and strategies for exchanging information and negotiating meaning. - To provide students with practice in listening both for gist and for specific information. - To increase students' knowledge of vocabulary and idioms relevant to particular topics of discussion.

Stručná osnova predmetu

Course schedule: One lecture per week Continuity: 1 term Conditions for course passing: Verbal discussion and presentation will be assessed. The course consists of 12 interactive lectures focused on following topics: • business communications principles, • verbal, nonverbal communication, • manipulation, • empathy, • assertiveness, • effective communication online, • effective political communication, reading, writing and listening in english skills

Odporúčaná literatúra

1. Introducing Business English

By Catherine Nickerson, Brigitte Planken · 2015 ISBN:9781317439264, 1317439260

2. Outstanding business english

By Fiona Talbot · 2016 ISBN:9788416624591, 8416624593

3. Business English Writing

Grammar, Exercises and Vocabulary for Business Communication : Increase the Skills to Write and Speak at Work : Guide for Managers and Business Leaders

By Masterclass International School · 2020 ISBN:9781801587709, 1801587701

4. Business English

A Practice Book

By Rose Buhlig · 2022 ISBN:9789356150423, 9356150427

5. Actual Business English

By Deffendall Prentice Hoover · 2019 ISBN:9780526830947, 0526830948

Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu

english