

### Entitlement

Communication

### Prerequisites

B1 level of English language

### Main aim

Share interdisciplinary knowledge and communicate innovative and alternative concepts with internal and external stakeholders to support creative collaboration.

### Summary

The aim of the module – apply effective and forceful personal and public communication techniques in the national and intercultural business environment. Organizational Communication helps to prepare students for work with digital communication, mass media, social media, direct communication etc. in national and international environment. Intercultural Communication analyses cultures`classification models, communication breakdowns, special features of intercultural communication and cooperation (country profiles). Public speaking is about self-confidence and communication with the audience.

### Learning Outcomes

1. Students will be able to work professionally with organizations' internal and external communication.
2. Students will be able to create propositions and recommendations how to effectively communicate internally and externally
3. Students will understand and will be able to work professionally with their own communicative strengths and limitations.
4. Ability to analyse company's communication, make comparison with competitor's image/communication.
5. Understand intercultural diversity in conflict management
6. Analyse and evaluate main factors that discourage fluent communication between representatives of different cultures.
7. Compare and practically apply different negotiation models.
8. Summarize peculiarities of different communication styles in business
9. Recognize and analyse different culture classification criteria
10. Students will prepare and present a persuasive public speech, attract and keep the audience`s attention, demonstrate correct body language.
11. Students will prepare and present a persuasive public speech defending a research type paperwork on intercultural communication topic.

## Syllabus

1. Communication theories and paradigms (concepts, communication process models). Classification of communication. Channels and means of communication. Changing role of sender and recipient in communication.
2. Verbal and non-verbal communication. Effective and ineffective communication, barriers to communication. Measuring of effectiveness of communication.
3. Internal and external organizational communication (concepts, types and functions). Role of internal and external communication.
4. Company's strategic external communication. Concepts, types and functions of PR. Training in PR.
5. Traditional communication (ties with mass media) and new forms of communication (social networks, digital communication).
6. Information and communication campaigns. Plan of PR action (desk research, goals, tactics, message, strategy, budget, timetable, evaluation).
7. The production of an information and communication campaign for an external company. Evaluation of effectiveness of campaigns. Successful and unsuccessful practical examples of campaigns.
8. Factors impeding intercultural communication.
9. The concept of environment and time perception. R. Lewis model. Newest Cultural classification dimensions.
10. Hofstede's cultural dimensions theory.
11. Stereotypes, formation of stereotypes, culture shock.
12. Intercultural communication and collaboration (country profiles).
13. Intercultural staff management, order concepts and decision making. Meetings and negotiations.
14. Communication process. The concept and history of articulate speech and public speaking. Types of public speeches
15. The stages of the pre-communication phase. Analysis of audience. Literature sources and planning of a public speech
16. Applying non-verbal communication means. Coping with stage fright
17. Communication phase. Getting and keeping audience's attention, managing audience
18. Contents rendering. Means of rhetoric, humor, visual aids

## Evaluation procedure of knowledge and abilities

Project
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