



VILNIAUS  
KOLEGIJA

## VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

### STUDY SUBJECT/MODULE PROGRAMME (SSMP)

#### Entitlement

**Business Communication, 3 ECTS**

#### Prerequisites

B1 level of English language

#### Main aim

To get knowledge of the main theories of communication and effectively apply them in the various contexts of business communications. Be able to manage communicational projects, the internal and external communication of the organization, create an informational products, to maintain relations with the public and execute an effective professional activities in domestic and foreign markets.

#### Summary

Business communication management training program is aimed for the preparation of the managers, who are able to organise the communication processes within a company and outside, flexibly react into changes in the market and forecast future business trends.

#### Learning Outcomes

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|----|--|
| 1. | Ability to communicate and present the results of the studies carried out, which are based on intelligence and various market research methods and sources of information. |
| 2. | Ability to behave in the various practical business communication problematical situations in writing and orally.  |

#### Syllabus

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|----|----------------------------------|
| 1. | Communication theory.            |
| 2. | Organizational communication.    |
| 3. | Public communication.            |
| 4. | Integrated market communication. |
| 5. | Intercultural communication.     |
| 6. | Effective communication.         |

#### Evaluation procedure of knowledge and abilities

$FE = 0,4 \cdot X1 + 0,6 \cdot X2$ , as  
FE – final evaluation;  
X1 – practical exercises;  
X2 – Exam