

Title of the subject	: Business communication
Subject leader	: Virág Walter, PhD, assistant professor
Prerequisite	: none
Credit	: 2
Short description of the subject	: The primary aim of the course is to make students acquire the most important knowledge and skills of professional communication. Knowledge of rules of business behavior, efficient presentation- and negotiation techniques are the core essentials of success in business life. Students will learn the most frequently used forms of business writing, public speech and negotiation. The course introduces the moral values of personality and how corporate culture affects personal values. This is strongly connected to self-knowledge, and how we evaluate our negotiation partner. Knowledge of nonverbal communication and dressing has vital importance in business life. Cross-cultural communication and conflict management are also part of the course.
Compulsory reading	: Bovee, C. and Thrill, J. V. 2007 Business Communication Today 9 th edition, Prentice Hall
Further reading	: Harvard Business Essentials (author) 2003 Business Communication .Harvard Business School Press Davis, K. W. 2005 The McGraw-Hill 36-Hour Course in Business Writing and Communication: Manage Your Writing. McGraw-Hill (publisher)