



Kampus
Merdeka
INDONESIA JAYA



PÉCSI TUDOMÁNYEGYETEM
UNIVERSITY OF PÉCS

INDONESIAN INTERNATIONAL STUDENT MOBILITY AWARDS 2022

Course syllabus

Title:	INTERNATIONAL BUSINESS COMMUNICATION
Credit points (ECTS):	7
Term:	Fall
Module leader:	Dr. Edit Gyarmatiné Bányai
Aims: Module aims: <ul style="list-style-type: none">- to improve knowledge about the nature of intercultural (business) communication- to raise the awareness of the importance of understanding and managing cultural differences in contemporary global business environment. Mastering intercultural communication is important for many managerial tasks and business situations, including: negotiating, socializing, giving presentations, advertising, applying for a job, managing and working in multicultural teams etc.- to develop skills in business communication, to help students in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts- to give special insight into good communication strategies relevant for international business. Students will develop practical oral and written skills in business to business and business to customer communication	
Learning outcomes: Upon successful completion of this module, the student will be able to: <ol style="list-style-type: none">1. understand the importance and classify the main elements of cross-cultural business communication, international negotiations and business ethics (PILO1),2. apply general principles for professional business communication, and develop an understanding of how contextual factors such as national culture, values, attitudes and organizational culture influence communication and decisions in an organization (PILO2),3. compare and contrast cultural differences and similarities in global business processes (PILO1, PILO2),4. understand why people from other cultures in certain situations behave in a different way, how culture impacts communication, and how intercultural communication works (PILO1, PILO2),5. demonstrate high level of verbal, nonverbal and written communications skills (PILO5, PILO6)6. understanding of the importance of coping with and managing cultural differences in a way that they become an opportunity (PILO3, PILO4),7. skills of making appropriate preparations for managing intercultural business situations, especially business negotiations with counterparts from other cultures (PILO5, PILO6, PILO7, PILO8),8. communications skills, both speaking and writing, and the skills of writing essays and of presentation (PILO5, PILO6, PILO7, PILO8),	

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9. ability to create effective messages, write business letters and emails, communicate with partners and customers through social media, prepare and conduct meetings, communicate in teams, in telephone conversations and face-to-face, give oral presentations, write business reports, apply for positions, prepare and follow up interviews, prepare and conduct international negotiations (PILO5, PILO6).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

Syllabus:

The discussion of topics is divided into the following ten chapters:

1. Introduction. Course description: Course Contents and Learning Objectives etc. Professional Communication in Today's Digital, Social, Mobile World
2. Communicating in the world of diversity
3. Contrasting Cultural Values, Cultural Shock
4. Oral Communication Patterns in an intercultural environment
5. Nonverbal Communication Patterns in an intercultural environment
6. Collaboration, Interpersonal Communication, and Business Etiquette
7. Written Communication Patterns
8. Crafting messages for digital channels
9. Writing reports. Developing and Delivering Business Presentations
10. Intercultural Negotiation Process and Components
11. Fundamental Skills for the Mobile-Digital-Social Workplace. Future trends. Communication and sustainability (The way of sustainable communication)
12. Student presentations (peer evaluation, giving feedback)
13. Student presentations (peer evaluation, giving feedback)

Learning and teaching strategy:

The teaching methods include lectures, cases, training exercises and written and oral assignments (including both individual and group assignments).

It puts emphases on teamwork, on student presentations and interactive discussions.

Core learning materials:

Bovee – Thill (2019): Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, 8th Edition, Pearson, ISBN-13: 9780134729572
Presentations of lectures