

ECTS credits: 7

Forms of assessments: Continuous assessment

Number of hours per week:
30+0+15+15

Types of assessment: Continuous
assessment mark - test/quiz

Department, providing instruction on the discipline:

Department: *INDUSTRIAL MANAGEMENT*

FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES

Lecturer: Assoc. Prof. Nedka Nikolova, PhD

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Annotation: The syllabus is obligatory for the specialty. It aims to introduce the students to the contemporary theory of Business Communication. The curriculum topics are made in accordance to the course content in the worldwide and the national academic practice. The lecture course includes 15 topics, which target acquiring theoretical basics of the whole communicative process course – its content, structure, models, strategies, tactics solutions and technological periods of realization. Specific attention is given to the main communicative techniques – verbal, non-verbal and electronic communication.

The laboratory exercises are related to those topics, which require practical skills for professional communication in solving particular practical issues. Tests and cases are developed, being a base for leading business negotiation, work meetings and team work. The course work is in conformity with the current communicative issues and gives the students an opportunity to develop a project in real conditions. The continuous assessment is formed on the basis of current control of practical skills for quick, accurate and ethical communication in various business situations.

Main issues of the syllabus content:

- Theoretical basics of business communicating
- Communication process formalization and modeling
- Communication networks and communication climate in business organizations
- Verbal communications
- Non-verbal communications
- Electronic communications
- Essence and development of PR
- Stages and strategies of PR realization
- Specificity of PR in different organizations
- PR Consultative companies
- Professional qualification and duties of PR specialist

Content presentation: Lectures with multimedia presentations, laboratory exercises and a course