


Discipline	BUSINESS COMMUNICATIONS AND PUBLIC RELATIONS code: 17 winter semester /23-24		
Specialty	Industrial Management		
ECTS credits: 6	Form of assessment: Continuous Assessment		
Lecturer	Prof., PhD Siyka Demirova Room 501 Phone: +359 /383 612 Mobile Phone: +359 878148194 E-mail: <a href="mailto:s_demirova@tu-varna.bg">s_demirova@tu-varna.bg</a>		
Department	Industrial Management		
Faculty	Faculty of Mechanical Engineering and Technologies		
<p><b>Annotation:</b></p> <p>The course aims to introduce the students in the theory and methodology of business communication and public relations and to meet students with its main forms. This in turn will help them to be more effective in communicating - writing, presenting and communicating. An organization which is engaged in clear, meaningful and effective communication with clients, employees, shareholders, creditors and the public has good chances to build trust and can rely on collaboration.</p> <p>The lecture course includes ten topics in which the main theoretical knowledge on business communications is organized. In the framework of the exercises it is envisaged deepening and expanding the lecture material, as well as forming practical skills for professional communication in solving practical problems.</p>			
CONTENTS:			
	Training Area	Hours lectures	Hours Seminar classes
<b><u>Lectures:</u></b>			

Topic 1. Introduction to Problems of the Communication	2	
Topic 2. Structure of the Communication Process	2	
Topic 3. Essence of the Business Communications	3	
Topic 4. Types of Business Communication	3	
Topic 5. Written Business Communication	4	
Topic 6. Verbal Business Communication	4	
Topic 7. Non-verbal Business Communication	3	
Topic 8. E-Business Communication	3	
Topic 9. Public Relations	3	
Topic 10. Image-Making and Popularity	3	
<b><u>Seminar classes:</u></b>		

Topic 1. Communications and communication policy		2
Topic 2. Written Business Communication		2
Topic 3. Verbal Business Communication		3
Topic 4. Non-verbal Business Communication		2
Topic 5. Telephone business communication		2
Topic 6. INTERNET Communications		2
Topic 7. Public Relations		2
<b>TOTAL:</b>	<b>30</b>	<b>15</b>