

Discipline	BUSINESS COMMUNICATIONS AND PUBLIC RELATIONS code: 17 winter semester		
Specialty	Industrial Management		
ECTS credits: 5	Form of assessment: Continuous Assessment		
Lecturer	Assoc. Prof., PhD Siyka Demirova Room 501 Phone: +359 /383 612 E-mail: s_demirova@tu-varna.bg		
Department	Industrial Management		
Faculty	Faculty of Mechanical Engineering and Technologies		
<p>Learning objectives:</p> <p>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.</p> <p>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.</p> <p>The continuous assessment is formed on the basis of current control of practical skills for quick, accurate and ethical communication in various business situations.</p>			
CONTENTS:			
Training Area			Hours lectures
			Hours Seminar classes

<u>Lectures (Topics):</u>		
Topic 1. Introduction into the theory of communicating	2	
Topic 2. Communicative process formalization and modelling	2	
Topic 3. Interpersonal communication – a fundament of the communicative process	4	
Topic 4. Communication Networks	2	
Topic 5. Communication climate in the contemporary business organizations	4	
Topic 6. Verbal Communication	2	
Topic 7. Non-verbal communication	2	
Topic 8. Electronic Communications	4	
Topic 9. International Business Communications	2	
Topic 10. Essence and Meaning of Public Relations	4	
<u>Seminars:</u>		
Topic 1. Communication process modelling		3
Topic 2. Interpersonal communication		3
Topic 3. Verbal communication		3
Topic 4. Non-verbal communication		3
Topic 5. Communication networks		3
Topic 6. Character, functions and models of Public Relations		3
Topic 7. Position and duties of PR specialists in the business		3
Topic 8. Specificity of PR in different organizations		3

Topic 9. Stages and Strategies for PR Realization		3
Topic 10. PR Consulting Companies		3
TOTAL :	30 h	30 h