

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Economic Communication
Name of the subject in English:	Economic Communication
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-ECONOC-05-EA
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Foreign Languages
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course offers insight into the most important issues of economic communication providing students with the basic concepts and practices of the subject. This interactive subject is an integral part of the International Communication specialization aiming to improve skills that are critical for a well-prepared business communicator. By completing the course, students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. They will have a clear understanding of issues arising from the syllabus content. They will be able to apply this knowledge and critical understanding of problems in everyday business situations. Students will be able to analyse issues and distinguish between facts and opinion. They will be able to explain trends, the likely cause of the issues in question, and examine the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic business, economic and organisational issues: the business environment, the purpose and factors of business activities, the importance of decision-making. We will go through different problems and conflicts between stakeholders, economic and political players, objectives of governments and how to communicate different economic issues. The course also introduces topics of leadership, HR, organization structure and business finance.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing texts about complex economic issues, writing essays, performing presentations. They consult and discuss about issues, make mind-maps, crossword puzzles, gap-fills, do D.I.E. (Description, Interpretation, Evaluation) exercises to be able to express their opinions in an organized fashion, do listening activities to be familiar with understanding the language in different situations and in international environment.

EVALUATION OF THE SUBJECT:

During the term, it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. communication skills, critical thinking) based on previous assessment. Students can also evaluate their own performance based on feedback given by the instructor in the course of the lessons during the term. Regular

feedback is a crucial part of evaluating the work done by the students as it helps them prepare for the final test (written exam). Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and skills development needed to fulfil course requirements.

Knowledge acquired in the course of lectures is evaluated in the examination period. The assessment method is examination with the result of an examination grade.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Bovée, Courtland L.: *Business communication today*. Pearson Education, 2018

RECOMMENDED READING LIST:

- Fearn-Banks, Kathleen: *Crisis communications : a casebook approach*. Routledge, c2007
- <https://wealthmanagement.bnpparibas/en/expert-voices/key-data-2020-global-entrepreneur-report-part-1.html>