

RTU Course "Business Communication"

22701 null

General data

Code	IUV106
Course title	Business Communication
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Undergraduate Studies
Course type	Professional
Field of study	Business Management and Administration
Responsible instructor	Ilona Ezera
Academic staff	Janīna Stašāne Ilze Kricka
Volume of the course: parts and credits points	1 part, 2.0 Credit Points, 3.0 ECTS credits
Language of instruction	LV
Annotation	Characteristics of information. Verbal and non-verbal information. Process of communication. Written communication. Oral communication. Talking to the point.
Goals and objectives of the course in terms of competences and skills	The goal of the course is to provide students with knowledge about the factors influencing the effectiveness of communication and organisation of business communication in a company. Having completed the course, students will be able to process documents individually. With several practical techniques, students develop personal communication skills.
Structure and tasks of independent studies	There are six individual assignments in the course: the barriers of communication; information coding; preparation of documents; document grouping; report preparation; argumentation methods.
Recommended literature	1. Apele, A. Prasme runāt publiski. Rīga: Zvaigzne ABC, 2011. 136 lpp. 2. Dokumentu pārvaldību reglamentējošie normatīvie akti 3. Ezera, I. Lietišķā komunikācija. Rīga: Multineo, 2007. 114 lpp. 4. Ezera, I., Dreiberģa, S., Graudiņa, Ī. Lietišķā komunikācija. Rīga: Kamene, 2000. 100 lpp. 5. Herbsts, D. Komunikācija uzņēmumā. Rīga: Zvaigzne ABC, 2007. 120 lpp. 6. Hodžsone, Dž. Līdzvērtīgs sarunu partneris. Rīga: Biznesa augstskola "Turība", 2001. 256 lpp. 7. Janitēna, Z. Ievads dokumentu pārvaldībā. Rīga, 2013. 208 lpp. 8. Kalve, I. Dokumentu pārvaldība no A līdz Z. Rīga: Biznesa augstskola „Turība”, 2013. 315 lpp. 9. Skujiņa, V. Latviešu valoda lietišķajos rakstos. Rīga: Zvaigzne ABC, 2014. 10. Zāle, V. Psihotriki. Blefošana. Manipulācijas. Rīga, 1997. 109 lpp. 11. Blundel, R. Effective Business Communication. Principles and practice for the information age. Prentice-Hall, 1998. 384 p. 12. Guffey, M. E, Loewy, D. Essentials of Business Communication. 2013. 592 p.
Course prerequisites	N/A

Course outline

Theme	Hours
Introduction to business communication	4
The communication process	2
The barriers of communication	2
The features of effective business messages	2
Written message and document, classification of documents	4
The standard and specialised document parts	4
Writing of different document types	2
Circulation of documents	2
Document management	2
Presenting oral reports	4
Business meetings	4

Learning outcomes and assessment

Learning outcomes	Assessment methods
Students understand the basics of effective communication and can use their knowledge in practice. Students can detect and prevent mistakes in communication.	Individual and team work. Tests. Criteria: can find reasons for loss or misinterpretation of information in a communication process.
Students are able to create and do format documents.	Individual work, tests. Criteria: can evaluate juridical force of documents, taking into account legal, procedural and formal conditions.

Students are able to work in a team, can provide arguments for their opinion and reach a motivated agreement, taking into account ethical norms. Students are able to prepare an oral presentation.	Task for team work, tests. Criteria: can choose methods for organising the information and argumentation according to a particular situation.
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Study subject structure

Part	CP	Hours per Week			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	2.0	2.0	0.0	0.0		*	