



BUSINESS COMMUNICATION

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Business communication
Study program:	Agribusiness
Level of study:	Bachelor (BSc)
Course status:	Obligatory (O)
Study year:	2 year / 4 semester
Number of hours per week:	2 + 2
Credit value – ECTS:	6 ECTS
Time/location:	To be announced
Lecturer:	Prof. Ass. Dr. Festim Tafolli
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Course description:	Communication is a very important concept in business and the ability to communicate effectively is a key factor in achieving success. This course examines tools through which individuals and business companies communicate, showing how they can be used effectively. The content of the course includes: the way of building effective messages, cultural and social communication, simulation of the good-will communication, writing communication analysis, interpersonal communication skills, preparation of the visual presentations, as well as a large number of case studies.
Course objectives:	This course aims to develop student skills to communicate effectively in any situation related to their professional activity. Specifically, they intend to develop their interpersonal and group communication skills. This subject emphasizes the practical aspect and aims at preparing students to face the competitive reality of the labor market.
Learning outcomes:	Upon completion of this course, students will be able to: <ul style="list-style-type: none">▪ Contemporary knowledge on verbal communication, written communication and communication via electronic tools.▪ Understand the importance of communication in the contemporary digital organizational context.▪ Ability to select appropriate communication tools, depending on the specific business situations.▪ Acquire the communication methods that affect the higher performance of group work.▪ Ability to prepare successful verbal presentations with the help of electronic visual tools.▪ Enable the planning of career development.



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	14	28
Exercise theoretical/laboratory	2	14	28
Practice work	/	/	/
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	2	1	2
Homework	1	15	15
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	14	28
Time spent in evaluation (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.	2	1	2
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	<ul style="list-style-type: none"> ▪ Regular and active attendance: 10%, ▪ Midterm exam: 20%, ▪ Course project: 10%, ▪ Final exam: 60%. 		
Literature			
Basic Literature:	<p>Guffey, M. E. & Loewy, D. (2015). Komunikimi në biznes: Procesi dhe produkti. Mediaprint.</p> <p>Locker, K. & Kaczmarek, S. (2013). Business communication: Building critical skills (6th ed). McGraw Hill Education.</p> <p>Demo, E. & Dollani, P. (2007). Komunikimi në biznes. Tiranë.</p>		
Additional Literature:	<p>Cardon, P.W. (2017). Business communication: Developing leaders for a networked world (3rd ed). McGraw Hill.</p> <p>Lehman, C.M. & DuFrene, D.D. (2010). Business Communication. South-Western Cengage Learning.</p> <p>Rouse, M.J. & Rouse, S. (2001). Business Communications: A Strategic and Cultural Approach. Cengage Learning Business Press.</p>		

Designed study plan:		
Week	Lectures	Exercises
First week:	Introduction to business communication (Basic concepts of business communication in the era).	Distribution of the semestral project topics.



<p>Second week:</p>	<p>Business communication in the digital age (How communication skills fuel career success; Tools for success in the hyper-connected 21st century workplace; Trends in today's dynamic and networked work environment; Internal and external flow of communication in organizations through formal and informal channels; Ethics in the workplace and the goals of ethical business communicators).</p>	<p>Quizzes and case studies related to the topic of the first week lecture.</p>
<p>Third week:</p>	<p>Professionalism: Team, meeting, listening, nonverbal, and etiquette skills (Importance of teamwork in the digital era workplace; Effective practices and technologies for planning and participating in face-to-face meetings and virtual meetings; Active listening techniques; Effective nonverbal communication; Competitive advantage by developing professionalism and business etiquette skills).</p>	<p>Quizzes and case studies related to the topic of the second week lecture.</p>
<p>Fourth week:</p>	<p>Intercultural communication (Effects of globalization and the major trends fueling it; Culture, its primary characteristics, and five key dimensions of culture: Context, individualism, time orientation, power distance, and communication style; Strategies for enhancing intercultural effectiveness and techniques for successful oral and written interactions across cultures; Complexities of ethics across cultures; Advantages and challenges of workforce diversity).</p>	<p>Quizzes and case studies related to the topic of the third week lecture.</p>
<p>Fifth week:</p>	<p>Planning business messages (The nature of communication and its barriers in the digital age; The 3-x-3 writing process; The purpose of a message, anticipate its audience, and select the best communication channel; Expert writing techniques such as incorporating audience benefits, the "you" view, conversational but professional language, a positive and courteous tone, bias-free language, plain language, and vigorous words; How teams approach collaborative writing projects and what collaboration tools support team writing).</p>	<p>Quizzes and case studies related to the topic of the fourth week lecture.</p>
<p>Sixth week:</p>	<p>Organizing and writing business messages (Phase 2 of the 3-x-3 writing process, How to generate ideas and organize information to show relationships; Composing the first draft of a message using a variety of sentence types and avoiding sentence fragments, run-on sentences, and comma splices; Writing techniques by emphasizing important ideas, employing the active and passive voice effectively, using parallelism, and preventing dangling and misplaced modifiers; Effective paragraphs using three classic paragraph plans</p>	<p>Quizzes and case studies related to the topic of the fifth week lecture.</p>



	and techniques for achieving paragraph coherence).	
<i>Seventh week:</i>	Revising business messages (Completing business messages by revising for conciseness, which includes eliminating flabby expressions, long lead-ins, there is/are and it is/was fillers, redundancies, and empty words, as well as condensing for microblogging; Improve clarity in business messages by keeping the ideas simple, dumping trite business phrases, dropping clichés, avoiding slang and buzzwords, rescuing buried verbs, and controlling exuberance; Readability by understanding document design including the use of white space, margins, typefaces, fonts, numbered and bulleted lists, and headings; Proofreading problem areas and effective techniques to catch mistakes in both routine and complex documents).	Quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	Midterm exam	Quizzes and case studies related to the topic of the seventh week lecture.
<i>Ninth week:</i>	Short workplace messages and digital media (E-mail and the professional standards for its usage, structure, and format in the digital-era workplace; Workplace instant messaging and texting as well as their liabilities and best practices; Professional applications of podcasts and wikis, and guidelines for their use; How businesses use blogs to connect with internal and external audiences, and the best practices for professional blogging; Business use of social networking and the benefits of RSS feeds).	Quizzes and case studies related to the topic of the eighth week lecture.
<i>Tenth week:</i>	Positive and negative messages (Channels to communicate positive messages travel in the digital era and apply the 3-x-3 writing process; Direct messages that make requests, respond to inquiries online and offline; Messages that make direct claims and voice complaints; Special messages that convey kindness and goodwill; Strategies of business communicators in conveying negative news; Direct and indirect strategies in conveying unfavorable news; Components of effective negative messages; Effective techniques for refusing typical requests or claims; Effective techniques for delivering bad news within organizations).	Quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Persuasive and sales messages (Digital-age persuasion, identify effective persuasive techniques, and application of the 3-x-3 writing process to persuasive messages in print and online; Traditional four-part AIDA strategy for creating successful persuasive messages, and apply the four elements to draft effective and	Quizzes and case studies related to the topic of the tenth week lecture.



	ethical business messages; Persuasive messages that request actions, make claims, and deliver complaints; Interpersonal persuasions at work and write persuasive messages within organizations; Effective and ethical direct-mail and e-mail sales messages; Basic techniques in developing persuasive press releases).	
<i>Twelfth week:</i>	Proposals, business plans and formal business reports (Importance and purpose of proposals and basic components of informal proposals; Components of formal and grant proposals; Components of typical business plans; Components of the front matter in formal business reports; The body and back matter of formal business reports; Writing tips that aid authors of formal business reports).	Quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	Business presentations (Types of business presentations and two important first steps in preparing these presentations; How to organize the introduction, body, and conclusion as well as how to build audience rapport in a presentation; Effective visual aids and handouts using today's multimedia presentation technology; Delivery techniques for use before, during, and after a presentation; Organizing presentations for intercultural audiences, in teams, and as slide decks; Techniques for improving telephone skills to project a positive image).	Quizzes and case studies related to the topic of the twelfth week lecture.
<i>Fourteenth week:</i>	The job search and résumés in the digital age (Search for a job in the digital age by understanding the changing job market; Savvy search strategies by recognizing job sources and using digital tools to explore the open job market; Job-search strategies by using traditional and digital tools in pursuing the hidden job market; Organizing qualifications and information into effective résumé segments to create a winning, customized résumé; Optimizing job search and résumé by taking advantage of digital tools; Drafting and submitting a customized cover message to accompany a print or digital résumé).	Quizzes and case studies related to the topic of the thirteenth week lecture.
<i>Fifteenth week:</i>	Interviewing and following up (Purposes and types of job interviews, including screening, one-on-one, panel, group, sequential, stress, and online interviews; What to do before an interview, including ensuring professional phone techniques, researching the target company, rehearsing success stories, cleaning up digital dirt, and fighting fear; What to do during an interview, including controlling nonverbal messages and answering typical interview questions; What to do after an interview, including thanking the interviewer, contacting references, and writing follow-up	Presentation of the semester projects.



	messages; Preparing additional employment documents such as applications, rejection follow-up messages, acceptance messages, and resignation letters).	
Academic policies and rules of conduct:		
<ul style="list-style-type: none">▪ Student should be aware of and respect the institution and Code of ethics.▪ Student should respect the schedule of lectures, exercises and be attentive.▪ It is mandatory possess and present student ID card in the mid-terms and exam,▪ During compilation of course projects, student must adhere the instructions given by the professor.▪ During the exam is forbidden the use of mobile phones.		