

**UNIVERSITY OF ECONOMICS - VARNA**  
**DEPARTMENT OF LANGUAGE TEACHING**  
**DEPARTMENT OF WESTERN EUROPEAN LANGUAGES**

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**ACCEPTED BY:**

**Rector:**

**( Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “BUSINESS COMMUNICATIONS”;**

**DEGREE PROGRAMME: „Accounting“; BACHELOR`S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 4;**

**TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.**

**CREDITS: 6**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
<b>EXTRACURRICULAR</b>	120	-

Prepared by:

1. ....  
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2. ....  
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Head of Department: .....  
**„West European Languages“ Sonia Shtereva, Senior Lecturer**

## I. ANNOTATION

*This course introduces Accounting students to the fundamental principles of business communication. Along with the theoretical background it offers, this course develops hands-on skills, such as negotiating, meetings, public speaking, and writing for business.*

*Students learn to become better communicators, as they are taught to express themselves coherently, succinctly, and persuasively in a variety of media. They gain insights into ethics, etiquette, teamwork and nonverbal communication. Students are encouraged to make an active contribution in numerous business case studies, and employ a variety of effective communication strategies, both verbal and non-verbal.*

*As better communicators, students ultimately improve their employability.*

*The course is beneficial to Accounting students with levels of language competences of B2 and above as defined within the Common European Language Framework.*

## II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Unit 1</b>	<b>Effective communication in the global business environment.</b> Cultural diversity at work. Intercultural communication in business.	<b>3</b>	<b>2</b>	
<b>Unit 2</b>	<b>Team skills and interpersonal communication.</b> Communicating effectively in teams. Social networks and virtual communities. Business etiquette in the workplace and online.	<b>2</b>	<b>3</b>	
<b>Unit 3</b>	<b>Communicating effectively to build a career.</b> Writing resumes/CVs and cover letters. Using professional social media sites. LinkedIn. Creating online CVs. Applying and interviewing for employment. Successful job interviews. Non-verbal communication in face-to-face interactions.	<b>3</b>	<b>2</b>	
<b>Unit 4</b>	<b>Career development: the communication aspect.</b> Self-awareness and communication. Johari windows. Developing assertiveness. Time management.	<b>2</b>	<b>3</b>	
<b>Unit 5</b>	<b>Communication in a crisis.</b> Managing conflict. Non-verbal language in managing conflict. Mirroring techniques. Giving bad news. Creating empathy. Counselling. Coaching. Dealing with abrasive managers and toxic employees.	<b>3</b>	<b>2</b>	
<b>Unit 6</b>	<b>Business ethics.</b> Committing to ethical communication. Making ethical choices.	<b>2</b>	<b>3</b>	
<b>Unit 7</b>	<b>International business and communication.</b> Culture and business. Culture and social development.	<b>3</b>	<b>2</b>	
<b>Unit 8</b>	<b>Negotiations.</b> The language of negotiations. Cultural aspects of international negotiations.	<b>2</b>	<b>3</b>	
<b>Unit 9</b>	<b>Writing for business.</b> The three-step approach to writing: planning, writing and editing.	<b>3</b>	<b>2</b>	
<b>Unit 10</b>	<b>Writing for business.</b> Selecting the right medium.	<b>2</b>	<b>3</b>	

	Oral media. Written media. Online media. Visual media. Electronic media. Factors to consider when choosing media.			
<b>Unit 11</b>	<b>Business and the social media revolution.</b> Writing for business: the e-media. Writing effective business emails. Communicating on social networks.	<b>3</b>	<b>2</b>	
<b>Unit 12</b>	<b>Delivering effective business presentations.</b> Presentations elements: structure, delivery and visuals. Developing analytical and communication skills in assessing presentations. Writing effective slides: tips for success. Introducing, highlighting and interpreting slides.	<b>2</b>	<b>3</b>	
	<b>Total:</b>	<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Assignments	<b>10</b>	<b>40</b>
1.2.	Project work	<b>2</b>	<b>30</b>
	<b>Total midterm control:</b>	<b>12</b>	<b>70</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination	<b>1</b>	<b>50</b>
	<b>Total final term control:</b>	<b>1</b>	<b>50</b>
	<b>Total for all types of control:</b>	<b>13</b>	<b>120</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. *Business Communication Essentials*, John V. Thill, Courtland L. Bovee, 6<sup>th</sup> edition, Pearson, 2014

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. [www.real-timeupdates.com/bce6](http://www.real-timeupdates.com/bce6)
2. [www.businesscommunicationblog.com/websearch](http://www.businesscommunicationblog.com/websearch)
3. [www.pearsonhighered.com/bovee](http://www.pearsonhighered.com/bovee)
4. *The Business 2.0 + DVD, Advanced*, Macmillan, 2013
5. *English for International Negotiations. A Cross-Cultural Study Case Approach*, Drew Rogers, Cambridge University Press
6. *Outliers, The Story of Success*, Malcolm Gladwell, Penguin, 2008
7. *Management Training Videos*, Macmillan