**The study guide for the course**

**International Business Communication**

**Pegaso Telematic University, Italy**

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Dear students, this guide will help you to understand course structure, assignments in virtual learning environment and link in the learning content. It will explain to you how to study and how your personal achievement will be assessed. You will find information on the help, meeting with teacher and other important guidelines here.

First, the **learning outcomes** of the course. Having successfully completed the course, you will be able to:

Adapt the concepts of the basic communication model to written messages and oral presentations through careful audience analysis and message planning.

Choose words, write sentences, and develop paragraphs for good news, bad news, and persuasive messages that are clear, concise, complete, and accurate.

Organize and write clear business e-mails and letters.

Incorporate technology effectively in gathering, organizing, writing, and presenting written and oral messages.

Effectively gather, interpret, and organize both secondary and primary information needed to support written and oral reports.

Evaluate and produce visuals to communicate messages quickly and accurately.

Write effectively.

Collaborate effectively on written documents.

Organize and write a short report or a proposal.

Prepare a well-structured, long, formal report.

Prepare and organize an effective formal presentation.

Describe what one can do to effectively communicate across cultures.

Business Communication course focuses on a core set of communication skills and requires assignments that support students in their learning of these skills.

These communication skills and the types of assignments that teach those skills are described below.

Written Communication: Students write letters,memos,proposals,formai and informal reports,work plans,email evaluation,and progress reports.

Oral Communication: Oral presentations from 10-20 minutes long address informative, persuasive,and extemporaneous methods of delivery. Some oral presentations require the use of vi sual aids suc h as handouts,overhead transparencies, and presentation software such as PowerPoint.

The main course topics and assignments are:

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| Content (topics) | Study week | Meetings/lectures | Seminars |
| 1. Course Introduction and topic
2. Communication as a key concept in the Corporate and Global world.
 | 1 week | Online lecture23/09/201410:30-11:30 | Literature studies |
| 1. The Communication Process and the Main Forms of Business Messages
 | 2 week | Online lecture30/09/201410:30-11:30 | Literature studies/Tutorial |
| 1. Written and Oral Communication
 | 3 week | Online lecture07/10/201410:30-11:30 | Literature studies/Tutorial |
| 1. Using an Appropriate Style/Register
 | 4 week | Online lecture14/10/201410:30-11:30 | Literature studies |
| 1. Persuasive Messages and Proposals
 | 5 week | Online lecture21/10/201410:30-11:30 | Literature studies/Tutorial |
| 1. Mid-term assessment
 | 6 week | 28/10/201410:30-11:30 | Written test |
| 1. Writing Short Reports
 | 7 week | Online lecture04/11/201410:30-11:30 | Literature studies/Tutorial |
| 1. Communicating Orally
 |  | Online lecture11/11/201410:30-11:30 | Literature Studies |
| 1. Strategic Business Communication
 | 8 week | Online lecture18/11/201410:30-11:30 | Literature studies/Tutorial |
| 9 week | Online lecture25/11/201410:30-11:30 | Literature studiesLiterature studies/Tutorial |
| 1. Communicating in an Intercultural environment
 | 10 week | Online lecture02/12/201410:30-11:30 |
| 1. International and Cross -Cultural Negotiation
 |  11 week | Online lecture09/12/201410:30-11:30 | Literature studies/Tutorial |
| 1. Final Exam
 | 12 week | 16/12/201410:30-11:30 |  **Written test** |

Online video meetings will take place online at

Teaching activities will be of one of three types:

* Lectures, where fundamental contents are established and students will be guided for their self-study activities and literature studies.
* Tutorials, where key points are discussed and exercises and case studies related to the theoretical contents are solved. In addition, students’ doubts and questions will also be solved.
* Evaluation Sessions: mid-term assessment and final examinations will be carried on in order to assess students’ acquisition of knowledge.

# Learning material

Learning material consists of:

* scientific literature;
* additional interesting and useful literature;
* records of presentations and online consultations in virtual learning environment;
* practical tasks.

**Recommended texts**

## M. E. Flatley, K. Rentz, and P., *Business Communication*, New York, McGraw-Hill/Irwin, 2012

## Mary Ellen Guffey, *Essentials of Business Communication*, 8th Ed., Southwestern Cengage Learning, 2010