

**DESCRIPTION OF STUDY COURSE**

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| <b>Course unit title</b>  | <b>Applied Communication</b>   |  |
| <b>Programme</b>  | Bachelor International Finance   |  |
| <b>Year of study</b>  | 1  |  |
| <b>Level of course unit (e.g. first, second or third cycle)</b> | First, Bachelor's study  |  |
| <b>Course unit code</b>   | <b>BFa002</b>  |  |
| <b>Name of lecturer(s)</b>                                      | Dr.George Cocker   |  |
| <b>Credit points</b>  | 3 ECTS   |  |
| <b>Language of instruction</b>                                  | English  |  |
| <b>Type of course unit (compulsory, optional)</b>               | Compulsory   |  |
| <b>Semester when the course unit is delivered</b>               | 1  |  |
| <b>Mode of delivery</b>   | Face-to-face.  |  |
| <b>Aim of Course</b>  | To identify and evaluate the main personality character features in order to acquire and develop effective communication skills and to determine the appropriateness of such character features for the bachelor's degree in Finance.  |  |
| <b>Preliminary knowledge (prerequisites and co-requisites)</b>  | No specific requirements   |  |
| <b>Course contents</b>  | <ol style="list-style-type: none"> <li>1) Concept of personality in psychology and communication, personality research methods.</li> <li>2) Principles of interpersonal communication.</li> <li>3) Verbal and nonverbal communication.</li> <li>4) Interpersonal relationships.</li> </ol> |  |
| <b>Planned learning activities and teaching methods</b>         | Students attend lectures; participate in seminars, and present individual work. The total evaluation of the course consists of 25% active participation in discussions and seminars, 35% completing and presenting independent work, 40% final written exam.                               |  |
|   | <b>Teaching methods</b>  | Student work load<br>(1 CP = 40 hours of student work) |
|   | Lecture  | 12%  |
|   | Written group work   | 12%  |
|   | Seminars   | 16%  |
|   | Independent work/presentation  | 35%  |
|   | Work at the library, independent studies   | 25%  |
|   | Total <b>80</b> hours  |  |
| <b>Learning outcomes of the course unit</b>                     | 1. Students understand communication leadership and its role in business management.   |  |



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collaboration Study Programme BF International Finance/ BBA  
International Management**

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|  | 2. Students can apply verbal and nonverbal communication skills.<br>3. Students are able to work in international teams.   |    |    |    |
| <b>Assessment methods and criteria</b>           | Study outcomes   | 1. | 2. | 3. |
|  | The form of assessment   |    |    |    |
|  | Written work in a classroom  | ●  | ●  |    |
|  | Independent work and its presentation  | ●  | ●  | ●  |
|  | Written examination  | ●  |    |    |
| <b>Recommended or required reading</b>           | Compulsory literature :<br>1) DeVito J., The Interpersonal Communication Book, 15th. Ed., Global edition, Pearson Education Ltd 2018<br>Recommended literature:<br>1) Brinkman, R., Kirschner, R., Dealing with People You Can't Stand, McGraw Hill Education, 2012<br>2) Thill John V., Bovee Courtland L., <i>Excellence in Business Communication</i> - Upper Saddle River: Pearson Education: Prentice Hall, 2016. |    |    |    |
| <b>Recommended optional programme components</b> | To be agreed at the start of the course  |    |    |    |