

**UNIVERSITY OF ECONOMICS - VARNA**  
**MASTER DEGREE CENTER**  
**DEPARTMENT OF MANAGEMENT AND ADMINISTRATION**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

(Prof. Stoyan Marinov, PhD)

## SYLLABUS

**SUBJECT: COMMUNICATION SKILLS**

**DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE**

**YEAR OF STUDY: 5; SEMESTER: 9**

**TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 15 hours**

**CREDITS: 3**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl.		
● LECTURES	15	1
● SEMINARS / LAB. EXERCISES	0	0
EXTRACURRICULAR	75	-

Prepared by:

1. ....  
(ch. asst. prof. Petya Angelova, PhD)

Head of department  
of Management and Administration: .....  
(assoc. prof Dobrin Dobrev, PhD)

## **I. ANNOTATION**

*The course "Communication Skills" analyzes the process of communication in the organization. Whether written or spoken, it is the mechanism by which management influences workers and guides their activities. It is also a means by which workers provide the information and feedback that management needs to make sound decisions. On the other hand, communication and the conduit through which a business speaks to its consumers.*

*Training in the discipline provides knowledge in the following thematic areas:*

- *characteristics of the communication process in the organization and the means of information exchange - verbal /oral and written communications/ and non-verbal, the strategies for effective and persuasive communication;*
- *public presentations. Public speaking and practical tools to improve presentation;*
- *dialogue as the most productive form of communication between people - leading discussions and debates.*

*Training in the discipline builds communication skills for practical application of acquired knowledge, for public speaking, giving feedback and asking questions, for influencing and affecting people. Forms leadership behavior through persuasive communication.*

*The acquired knowledge and communication skills will find practical application in the students' business life, to be clear and purposeful in their communication, to share goals and ideas, as well as to guide others, which provides them with an opportunity for career development. In this way, the discipline broadens the management training of students.*

*The main competencies involved in the Design Thinking course are:*

- *Personal, social and learning to learn competence (5).*
- *Citizenship competence (6).*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. ESSENCE OF THE SOCIAL PHENOMENON "COMMUNICATION"</b>		<b>1</b>		
1.1.	Emergence and development of communications			
1.2.	Communication and communication - characteristic features of communication			
1.3.	Business communications			
<b>Theme 2. CHARACTERISTICS OF THE COMMUNICATION PROCESS</b>		<b>1</b>		
2.1.	Communication as a two-way process. Patterns of communication.			
2.2.	Types of communications in the organization. Basic communicative principles			
2.3.	Factors affecting the communicative process. Communication barriers			
<b>Theme 3. INTERPERSONAL COMMUNICATIONS</b>		<b>2</b>		
3.1.	Nature of interpersonal communications			
3.2.	Interpersonal Communication Styles – “Window of johari”			
<b>Theme 4. WRITTEN COMMUNICATIONS WITHIN THE ORGANIZATION</b>		<b>2</b>		
4.1.	Basic requirements for written communications.			
4.2.	Characteristics and phases in the drafting of the business letter			

4.3.	Types of business texts and requirements regarding the way of their compilation			
<b>Theme 5. VERBAL COMMUNICATIONS</b>		<b>2</b>		
5.1.	General characteristics of oral communications. Forms of oral speech - dialogue, monologue			
5.2.	Business language, style, intonation and pace of speaking			
5.3.	Preparation and stages of the business conversation.			
5.4.	Conducting meetings and interviews			
5.5.	Conducting debates and discussions			
<b>Theme 6. COMMUNICATION SKILLS</b>		<b>2</b>		
6.1.	Skills for giving effective feedback.			
6.2.	Ways to provide feedback			
6.3.	Listening is a necessary communication skill			
6.4.	Questioning skills			
<b>Theme 7. NONVERBAL MEANS OF COMMUNICATION</b>		<b>2</b>		
7.1.	Role and main functions of non-verbal means of communication			
7.2.	Channels for non-verbal communication and their specific message			
7.3.	Meaning in the communication process			
<b>Theme 8. PERSUASIVE COMMUNICATION</b>		<b>1</b>		
8.1.	Characteristics of persuasive communication			
8.2.	Logic of persuasion – evidence			
8.3.	Proof process - thesis, arguments, justification			
<b>Theme 9. PUBLIC PRESENTATIONS</b>		<b>2</b>		
9.1.	Prerequisites for effective presentations			
9.2.	Preparation of the presentation			
9.3.	Presenting the presentation			
		<b>Total:</b>	<b>15</b>	

### III. FORMS OF CONTROL:

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Case study	2	50
1.2.	Presentation	1	25
<b>Total midterm control:</b>		3	75
<b>2.</b>	<b>Final term control</b>		
2.1.	End-of-term exam		
<b>Total final term control:</b>		-	-
<b>Total for all types of control:</b>		3	75

#### **IV. LITERATURE**

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

1. Communication Skills Course Materials available at <https://e-learn.ue-varna.bg>.
2. Prominence Interactive E-book. (2020). available at <https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/>.

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

1. Bell, R. L., Martin, J. (2014). Managerial Communication, New York, Business Expert Press.
2. Clappitt, P. G. (2013). Communicating for Managerial Effectiveness. Los Angeles: SAGE Publ.
3. Yukish, V. (2014). Activating Communication as a Way to Improve Interaction of Manager with Staff, Икономически изследвания, Пор. №: 1, Год. XXIII, p. 77 – 87.