

Course Unit Information Sheet

University: <i>Alexander Dubček University in Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>LZPV7</i>	Course unit title: <i>Managerial Communication</i>
Planned types, learning activities and teaching methods: <i>2/2 weekly</i>	
Number of credits: <i>5</i>	
Recommended semester/trimester: <i>2nd semester</i>	
Degree of study: <i>III (PhD.)</i>	
Course prerequisites: <i>LZP9 Psychology, LZP17 Social Psychology</i>	
Assessment methods: <i>Continuous assessment: active and creative participation of students during seminars, students must attend at least 80% of all seminar sessions, master and use proper terminology, have the subject matter knowledge. Two written examinations during the semester. Under continuous assessment, students are required to achieve at least 50 score points to pass. Final assessment: a written examination to test the students' understanding of the recommended reading and an oral examination to test the students' ability to apply the knowledge in line with the course unit learning outcomes. Students may earn the total score of 100 points. The grading system is following: (E) – 70 points, (D) – 75 points, (C) – 80 points, (B) – 85 points, (A) – 90 points.</i>	
Learning outcomes: <i>Upon the course unit completion, students will acquire applied knowledge in communication and business communication. In addition, students will have sound understanding of social interactions, social perceptions and social communication. Students will also be familiar with barriers to communication and perceptual errors, as well as principles of effective communication and social interaction. Moreover, students will understand the principles of managerial communication, presentations and public speeches. Upon the successful course unit completion, students will be able to conduct meetings, introduce their workplace, run business negotiations and make public speeches.</i>	
Course unit contents:	
<ol style="list-style-type: none"> 1. <i>Introduction to communication and business communication.</i> 2. <i>Fundamentals of rhetoric, historical aspects of communication and business communication.</i> 3. <i>Communication process in management.</i> 4. <i>The essence of communication, psychological aspects of communication, conducting an interview.</i> 5. <i>Specifics of managerial communication.</i> 6. <i>Appraisal interview – preparation, conducting the interview, goals.</i> 7. <i>Written communication, corporate culture, national and international rules related to written communication.</i> 8. <i>Public relations, the essence of public relations, goals, forms methods, principles of ethics.</i> 9. <i>Internal communication in an organization, prerequisites of a functioning internal communication, communication phases.</i> 10. <i>Goals of internal communication in an organization, means of internal communication in an organization, communication barriers.</i> 11. <i>Negotiations and bargaining, communication processes, personal image.</i> 12. <i>Public speeches and presentations: preparation, speaker and the audience, principles.</i> 13. <i>Rhetorical skills of managers: preparation, structure and types of rhetoric genres.</i> 	

Recommended reading:

Živčicová, E. (2011). *Základy psychológie*. Trenčín: FSEV, TnUAD.
 Živčicová, E. (2008). *Profesionálna komunikácia*. In: *Finančný manažment a controlling*. Bratislava: IURA EDITION.
 Živčicová, E. (2009). *Neverbálna komunikácia*. In: *Personálny manažment nielen pre personalistov*. Bratislava: IURA EDITION.
 Boroš J. (2002). *Úvod do psychológie*. Bratislava: IRIS.
 Boroš, J., Ondrišková, E., Živčicová, E. (2000). *Psychológia*. Bratislava: IRIS.
 Boroš, J. (2001). *Základy sociálnej psychológie (pre študujúcich humánne, sociálne a ekonomické vedy)*. Bratislava: IRIS.
 Hradiská, E., Letovancová, E. (2005). *Psychológia v marketingovej komunikácii*. Bratislava: UK.
 Kollárik, T. (2004). *Sociálna psychológia*. Bratislava: UK.
 Letovancová, E. (2002). *Psychológia v manažmente*. Bratislava: UK.
 Slanačová, D. (2001). *Základy praktickej rétoriky*. Prešov.
 Štika, J., Rymeš, M., Riegel, K., Hoškovec, J. (1996). *Základy psychologie práce a organizace*. Praha: Karolinum.
 Vojtovič, S. a kol. (2008). *Riadenie personálnych činností v organizácii*. Bratislava: IRIS.
 Výrost, J., Slaměnik, I. (1997). *Sociální psychologie*. Praha: Portál.
Časopis FSEV – Sociálno-ekonomická revue uvádza sa odporúčaná literatúra pre študenta k predmetu

Language: Slovak

Remarks: The course unit is offered in the 1st year of study, full time/summer semester or in the 2nd year of study, part-time/winter semester. A compulsory - optional course unit.

Evaluation history

Total number of students assessed: 0

A	B	C	D	E	FX
a	b	c	d	e	fx

Lecturer: Prof. Ing. Dr. Rolf Karbach – course unit lecturer

Last modification: March 30, 2016

Supervisors: Prof. Ing. Mag. Dr. Herbert Strunz, PhD., Assoc. Prof. Mgr. Sergej Vojtovič, DrSc., Assoc. Prof. Ing. Adriana Grenčíková, PhD. – guarantors of the Human Resources and Personnel Management program of study