

Course Name : Business Communication							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 224	C	Spring	3.00	0.00	0.00	3.00	5.00
<b>Lecturer</b> Valmora Gogo, PhD							
<b>Assistant</b>							
<b>Course language</b> Albanian							
<b>Course level</b> Bachelor							
<b>Description</b> The Business Communication course acquaints students with a wide range of theories, techniques and practices applied to achieve the most effective communication in business. This course introduces students to the basics of effective business writing, which includes methods, rules and protocols for drafting documents in the field of business. Also during this course students will have the opportunity to get acquainted with the importance and methods of verbal communication.							
<b>Objectives</b>							
<b>Core Concepts</b> 1. Corporate Communication 2. Integrated Communication 3. News organizations 4. Stakeholder management 5. Communication Strategy and Strategic Planning 6. The effect of communication 7. Corporate reputation and image 8. Employee communication and organizational identification 9. Leadership 10. Corporate Social Responsibility (CSR)							
Course Outline							
Week	Topic						
1	Presentation and discussion. Defining Corporate Communication. Introduction, Scope and Trends. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 1-16						
2	Corporate Communication in Contemporary Organization. Integrated Communication. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 17-34						
3	Corporate Communication in a Changing Media Environment. The New Media landscape. Challenges and Opportunities. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 36-56						
4	Stakeholder Management and Communication. Stakeholder engagement. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 59-82						
5	Corporate Identity, Branding and Corporate Reputation. Aligning identity, image and reputation. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 84-105						
6	Corporate Communication in Practice. Communication Strategy and Strategic Planning. Developing a Communication Strategy. Strategic messaging and content platforms. Planning and executing communication programmes and campaigns. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 107-131						
7	Research and Measurement. Research and Evaluation. Methods and Measures. Measuring corporate reputation. Theories on measuring the effects of communication. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 132-151 Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 132-151						
8	Midterm Exam						

<b>9</b>	Media Relations. Journalism and news organizations. The effects of news coverage on corporate reputation. Framing News Stories. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 153-172
<b>10</b>	Defining Employee Communication. Employee Communication and organizational identification. Voice, silence and stimulating employee participation. Social Media, networks and communities of practice. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 172-190
<b>11</b>	Issues Management. Defining and Managing Issues. Influencing public policy. Anti-corporate activism. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 191-210
<b>12</b>	Crisis Communication. Defining Crisis. Crisis Management. The impact of a crisis on corporate reputation. Communicating about a crisis. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 210-226
<b>13</b>	Leadership and Change Communication. Defining leadership and change. Communicating during a change. Effective leadership communication. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 229-250
<b>14</b>	Corporate Social Responsibility (CSR) and Community Relations. Defining corporate social responsibility. Community Relations. Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2017, fq. 252-269
<b>15</b>	Project Presentation
<b>16</b>	Final Exam
<b>Prerequisites</b>	The student must attend the course at a minimum rate of 75%.
<b>Literature</b>	<ul style="list-style-type: none"> <li>• Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2020</li> <li>• 21 Days of Effective Communication: Everyday Habits and Exercises to Improve Your Communication Skills and Social Intelligence (Master Your Communication and Social Skills), Ian Tuhovsky, 2018</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• Guffey, Mary Ellen, "Essentials of Business Communication (6th Canadian Edition). Toronto, Ontario: Nelson, 2009</li> <li>• Mary Ellen Guffey's "Business Communication: Process &amp; Product", 7th Edition</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	Të aplikojnë strategjitë e komunikimit të biznesit dhe parimet bazë për të përgatitur komunikim efektiv në kontekstin e brendshëm dhe të jashtëm të biznesit.
<b>2</b>	Studentët janë në gjendje të shfrytëzojnë aftësitë analitike në zgjidhjen e problemeve të komunikimit të biznesit.
<b>3</b>	Studentët mund të konceptojnë, hartojnë dhe analizojnë materiale të shkruara dhe prezantime verbale për nevojat e aktivitetit të biznesit.

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	30	
Quizzes	0	0	
Projects	1	20	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
<b>Total in-term evaluation percent</b>		<b>60</b>	
<b>Final exam percent</b>		<b>40</b>	
<b>Total</b>		<b>100</b>	
<b>ECTS Workload (Based on Student Workload)</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total (hours)</b>
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	2	28
Duties	1	10	10
Midterms	1	19	19
Final Exam	1	20	20
Other	0	0	0
<b>Total Work Load</b>			<b>125</b>
<b>Total Work Load / 25 (hours)</b>			<b>5.00</b>
<b>ECTS</b>			<b>5.00</b>