

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
Lecturer		Valmora Gogo, PhD					
Assistant							
Course language		Albanian					
Course level		Bachelor					
Description		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.					
Objectives		During this course it is intended that students get acquainted with the main contemporary theories in the field of communication, as well as to elaborate the strategies followed in this field. The main objectives of the course are the elaboration of the concepts of communication in business as well as the training of students in recognizing and applying the acquired knowledge in practice. The aim of the course is to train students in the preparation of written materials and verbal presentations, which are widely used in daily business activity.					
Core Concepts		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
9	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
10	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
11	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
12	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
13	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
14	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
15	Project Presentation
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Joep Cornelissen, "Corporate Communication-A Guide to Theory and Practice", 5th edition, Sage, 2020 • 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
References	• Guffey, Mary Ellen, "Essentials of Business Communication (6th Canadian Edition). Toronto, Ontario: Nelson, 2009 • Mary Ellen Guffey's "Business Communication: Process & Product", 7th Edition
Course Outcome	
1	Apply business communication strategies and basic principles to prepare effective communication in the internal and external business context.
2	Students are able to utilize analytical skills in solving business communication situations.
3	Students can create and analyze written materials and oral presentations for business activity needs.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			40
Final exam percent			60
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	0	0	0
Midterms	1	5	5
Final Exam	1	16	16
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00