



eCAMPUS

BUILDING POWERFUL
RELATIONSHIPS ECF4C16

Distance Learning Study Program

BUILDING POWERFUL RELATIONSHIPS (5 ECTS)

COURSE DESCRIPTION

This unit introduces students to theory, concepts, and best practices related to understanding business communication. Business communication is a course that studies how the process of exchanging messages is carried out effectively and efficiently to achieve business goals. On successful completion of this unit, it will provide a theoretical basis for business communication with various best-practice applications for companies both at home and abroad so that students get an in-depth understanding of the concepts and applications of business communication. In other words, the course provides students with insight into the nature of business communication, how business communication is both written communication (covering forms, goals, and patterns of communication, cross-cultural communication, business letters, positive, negative, and persuasive messages as well as business reports) and oral communication (interviews, decision making). in small groups, resumes, and business presentations). After attending this course, students will have an idea of how to implement business communication and how to design and deliver effective messages to stakeholders and be able to apply them in life.

OBJECTIVES

By the end of this course, you will be able to:

1. Understanding the theories and basic principles of business communication
2. Understanding the characteristics, functions and channels, and communication ethics in business
3. Applying the importance of cross-cultural communication and cultural differences and face language barriers as well as facing ethnocentric risks
4. Applying the process of composing business messages, determining the purpose of business messages, analyzing audience determination, determining the main idea, and selecting channels and communication media
5. Applying the role of correspondence in business, and the parties involved, the functions of letters, classification, letter sections, and forms of letters.

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

