



LITHUANIA BUSINESS COLLEGE

DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

BASICS OF COMMUNICATION

Volume of subject	6.0 ECTS
Lecturer in charge	assoc. prof. dr. Simona Grigaliūnienė
Annotation	<p>The new content of basics of communications requires to include various communication methods from written to virtual communication, adding some guidelines of effective communication on workplace to include the mass and visual communications aspects.</p> <p>After the course students:</p> <ul style="list-style-type: none"> ✓ will be able to understand the theoretical aspects of basics of communication and basics of financial analysis and the importance of written communication process and challenges. ✓ will be able to find out methods and techniques for the communication in the virtual world and specifics of visual and mass communication. ✓ will be able to apply business communication methods and techniques in practice.
Topics	<ul style="list-style-type: none"> • The meaning and introduction to basics of communication. • Written communication process and challenges. • Total communication process and styles of communication. • Communication in virtual world, understanding communication styles. • Business communication techniques. • The importance of communication skills in the workplace. • Effective team communication skills in workplace. • Mass communication aspects and visual communication possibilities.
Procedure for assessment of knowledge and competences	<ul style="list-style-type: none"> ✓ 20 percent – individual work and presentation; ✓ 10 percent – midterm test Nr. I; ✓ 10 percent – midterm test Nr. II; ✓ 60 percent – final exam.