



CULTURE OF BUSINESS COMMUNICATION AND PUBLIC SPEAKING

Credit points:	3 CP
Aim of the study course	Provide the comprehensive understanding and skills needed to be a successful communicator and public speaker. To ensure the success of the course, it is also important to conduct practical activities such as exercises, assignments and presentations so that students have the opportunity to apply the knowledge and skills they have acquired in real-life situations.
Tasks of the study course	<ul style="list-style-type: none"> - Learn about social communication theory - Look at how scientists and practitioners have defined the processes of communication and interaction - Describe communication and public speaking in society - Identify the role of social communication in business success - Identify the difference in communication between social service providers, socially active organisations and social entrepreneurs - Evaluate the characteristics of entrepreneurs and how they contribute to the success and failure of communication and interaction - Evaluate the organisational capabilities that are necessary for successful communication - Learn about the different options for outcomes and social impact in the communication process - Analyse several examples of successful communication: both national and international
Study course results	<p>Knowledge</p> <p>By successfully completing this course of study, students will</p> <ul style="list-style-type: none"> - understand the theoretical framework of communication theory and basic concepts, - demonstrate an understanding of the key concepts and patterns of social communication and communication processes in the field of business in the EU and Latvia, - be able to locate communication-related data and information; - be able to make public presentations and carry out reasoned debate.
	<p>Abilities</p> <p>By successfully completing this course of study, students will</p> <ul style="list-style-type: none"> - be able to identify the process, form and takes of business communication; - be able to navigate the issues of successful communication, identify its role and position in society and how social entrepreneurs are able to bring about improvements in society; - be able to evaluate government decisions in the field of communication and public speaking; - be able to apply the knowledge acquired in the programme in a variety of life situations, working in a team or individually, - be able to apply the theoretical and practical knowledge acquired to ensure their competitiveness in the labour market.
	<p>Competences</p> <p>By successfully completing this course of study, students will</p> <ul style="list-style-type: none"> - be able to analyse their communication strengths and weaknesses; - be able to explain the outcome of communication and the result of understanding information; - be able to prepare and present projects related to applied communication theory in a competent manner; - be able to carry out research and studies on communication issues and to interpret and analyse their results.



Study course plan:	
No.	Topics
1.	Communication theory and models: Introduction to the communication process, types of communication and modes of communication Students need to understand how information and ideas are transmitted and perceived.
2.	Effective communication: the practical skills needed to be an effective communication partner - active listening, emotional intelligence, verbalisation, tone and body language, understanding how to communicate with different people and groups.
3.	The basics of public speaking: how to prepare and deliver a speech in front of a large audience. Includes skills such as how to list key points, capture the audience's attention, speak confidently and control nervousness.
4.	Ability to work in groups: how to communicate successfully in groups and committees, participate in discussions, build and maintain effective working relationships, resolve conflicts and achieve group goals.
5.	Interpersonal communication: how to communicate effectively in one-on-one situations, how to resolve conflicts, build collaborative partnerships and bring emotions to the surface.
6.	Persuasive communication: how to persuade and influence your audience through arguments, successful rhetoric and emotional attachment.
7.	Critical thinking and analysis: how to analyse and evaluate information and arguments, think critically, make well-informed choices and present information with confidence.
8.	Technical knowledge: using technology to enhance communication - preparing presentations, using visuals, creating and editing video and audio recordings, etc.
Form of final examination:	
	Differentiated written record
Mandatory literature of the study course:	
<ol style="list-style-type: none">1. Apele A. Runas māksla. Rīga, Zvaigzne ABC, 1982.2. Apsalons E. Komunikācijas kompetence: kā saprasties un veidot attiecības. Rīga, Zvaigzne ABC, 2013.3. Edeirs Dž. Efektīva komunikācija. Rīga, SIA "Asja", 1999.4. Filīpss D., Jangs F. Sabiedriskās attiecības tiešsaistē. Rīga, LID, 2010.5. Gregorija A. Sabiedrisko attiecību kampaņu plānošana un vadīšana. Rīga, LID, 2007.6. Grīns E. Efektīva personiskā saziņa sabiedriskajās attiecībās. Rīga, LID, 2008.7. Herbsts D. Sabiedriskās attiecības. Rīga, Zvaigzne ABC, 2006.8. Hindls T. Prasme uzticēties. Rīga, Zvaigzne ABC, 2000.9. Katlīps S., Senters A., u.c. Sabiedriskās attiecības. Rīga, Avots, 2002.10. Kramiņš E. Runas prasme saziņā: monogrāfija par komunikatīvās kompetences veidošanos runas apguves procesā. Rīga, Biznesa augstskola Turība, 2005.11. Korfīlda R. Sekmīgas intervijas māksla: kā sevi parādīt vislabākajā. Rīga, Pētergailis, 2001.12. Lapsa T. Sabiedriskās attiecības. Rīga, BA Turība, 2002.13. Lasmāne S. Komunikācijas ētika. Rīga, Latvijas Universitātes Akadēmiskais apgāds, 2012.14. Latvijas mediju vides daudzveidība. Rīga, Latvijas Universitātes Akadēmiskais apgāds, 2018.15. Latiševs V. Lietišķās sarunas un lietišķā etiķete. Rīga, Kamene, 1994.16. Prokofjeva N. Lietišķo sarunu māksla. Rīga, Jumava, 2006.17. Rožkalne A. Kas? Kur? Kāda? Mūsdienu mediju auditorija. Rīga, BA Turība, 2011.18. Veinberga S. Publiskās attiecības. Rīga, Zvaigzne ABC, 2007.	
Study course supplementary literature:	



1. Lūkass E. Maldināšana: līdz šim noklusētais stāsts par Austrumiem un Rietumiem: spiegošana mūsdienās. Rīga, Zvaigzne ABC, 2014.
2. Cutlip S. M. Effective public, New Jersey, United States of America Pearson Prentice Hall, c2006.
3. Davis A. Everything you should know about public relations: direct answers to over 500 questions. - London: Kogan Page, 2003.

Periodicals and other sources of information:

1. Strategic Entrepreneurship Journal <http://onlinelibrary.wiley.com/doi/10.1002/sej.v6.2/issuetoc>
2. www.csb.gov.lv
3. <http://ec.europa.eu/eurostat>

During the study process changes and additions to the program and the list of references are possible