

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „ECONOMICS“
DEPARTMENT „INDUSTRIAL BUSINESS“

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “SOFT SKILLS FOR BUSINESS”;

DEGREE PROGRAMME: „Business and management“; BACHELOR’S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5;

TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.

CREDITS: 6

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
(assoc.prof. Yordan Ivanov, Ph.D.)

2.
(ch.assist.prof. Stefan Kalpachev, Ph.D)

Head of department:
„Industrial business“ (assoc.prof. Ilian Minkov, Ph.D)

I. ANNOTATION

The 'Soft Skills in Business' course prepares students for multiple situations where an academic or other presentation needs to be created, to pass on information successfully and to take a stand on a given topic to other people. It covers topics such as cultural conventions and speech, perceptions of others, verbal and nonverbal messages, and techniques of oral presentation and persuasion. The course provides students with the opportunity to develop and strengthen skills in preparing and presenting public oral presentations in a variety of situations. It also develops critical listening skills. Based on the acquisition of practical experience, the aim of the course is to reduce the students' frustration of speaking to the public, to emphasize the importance of speech preparation, to improve speaking skills in public, and to allow students to better evaluate their own performance and that of others. After completing the course, students should be able to:

- become aware of their personal speech habits and characteristics to increase their self-esteem;
- improve posture, voice, diction and other mechanics of speech;
- Develop speech preparation and presentation techniques, audience awareness and self-awareness.
- present a variety of speeches and presentations (informative, persuasive, demonstrative, special occasion, etc.)

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
TOPIC 1. SPEAKING AND LISTENING		2	2	
	1.1.Public speaking			
	1.2 Ethics and public speaking			
	1.3. Listening			
TOPIC 2. PREPARATION OF SPEECH		4	4	
	2.1.Formulate topic and purpose			
	2.2.Analyzing the audience			
	2.3.Gathering materials			
	2.4.Supporting ideas			
TOPIC 3. ORGANIZING AND OUTLINING THE SPEECH		4	4	
	3.1.Organizing the body of the speech			
	3.2.Constitution of the introduction and the ending of the speech			
	3.3. Outlining the speech			
TOPIC 4. PRESENTING THE SPEECH		4	4	
	4.1.Using the correct terminology and language.			
	4.2 Delivery of the speech. Non-verbal communication when presenting the speech			
	4.3.Responding to questions from the audience			
TOPIC 5. USING VISUAL AIDS		4	4	
	5.1.Kinds of visual aids			
	5.2. Guidelines for the preparing visual aids			

	5.3. Guidelines for presenting visual aids			
TOPIC 6. USING POWERPOINT		4	4	
	6.1.PowerPoint advantages and disadvantages			
	6.2 Formatting PowerPoint slides			
	6.3 Delivering your speech with PowerPoint			
TOPIC 7. INFORMATIVE SPEECH		2	2	
	7.1.Informative speech types.			
	7.2.Guidelines for the preparation of an informative speech			
TOPIC 8. PERSUASIVE SPEECH		2	2	
	8.1.The importance of persuasion. Ethics in persuasion			
	8.2.Psychology of persuasion			
	8.3. Persuasive speeches and guidelines for their preparation.			
TOPIC 9. METHODS OF PERSUASION.		2	2	
	9.1 Building credibility			
	9.2.Useing evidence			
	9.3.Reasoning			
	9.4.Appealing to the emotions of the audience			
TOPIC 10. SPEECHES ON SPECIAL OCCASIONS		2	2	
	10.1.Speeches on introduction			
	10.2.Speeches on presentation			
	10.3.Speeches on acceptance			
	10.4.Commemorative speeches			
TOPIC 11. SPEAKING IN SMALL GROUPS		2	2	
	11.1 Responsibilities within a small group			
	11.2. The reflective- thinking method			
	11.3.Presenting the recommendations of a group			
	Total:	30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
1.	Midterm control		
1.1.	Presentation on a specified topic	4	60
1.2.	Midterm test	2	30
Total midterm control:		6	90
2.	Final term control		
2.1.	Examination (test)	1	30
Total final term control:		1	30
Total for all types of control:			120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Lucas, S. The art of public speaking, McGraw Hill, 2009
2. Garr Reynolds. Presentation Zen, New Riders, 2011.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. McCarthy P. & Caroline Hatcher. Presentation Skills: The Essential Guide for Students. Sage Publications
2. Zelazny, Gene. Say it with Presentations. McGraw-Hill
3. Rozakis, L. The Complete Idiot's Guide to Speaking in Public With Confidence, Penguin, 2005
4. Siddons, S. The complete presentation skills handbook, Kogan Page Limited, 2008