

2024/2025. ACADEMIC YEAR PROGRAM OF STUDY (For students of 1st year)	
Full name of the subject: Basic Communication	
Program: undivided program (pharmaceutical)	
Schedule: full-time	
Short name of the subject: Communication	
English name of the subject: Basic Communication	
German name of the subject: Grundlagen der Kommunikation	
Neptun code of the subject: GYKMAG334G1A	
Type of registration: <u>obligatory</u> /obligatory elective/elective/criteria requirement	
Responsible department: Institute of Behavioural Sciences of Semmelweis University	
Responsible tutor: Dr. János Pilling Contact information: Phone: +36 (1) 2102930/56457 E-Mail: pilling.janos@semmelweis.hu	Title, academic degree: PhD, Associate professor
Further tutors: <ul style="list-style-type: none"> • Petra Bialkó-Marol • Bence Döbrössy • Edmond Girasek 	Title, academic degree: <ul style="list-style-type: none"> • Communications and media specialist, PhD student • Assistant lecturer • Assistant professor, PhD
Classes per week: 1 lecture(s) 1 practice(s)	Credit point(s): 2
Professional content, intent of acquirement and it's function in order to implement the goals of the program:	
<p>Effective pharmaceutical work relies heavily on proper communication. The "Basic Communication" course teaches fundamental communication skills and techniques to first-year pharmacy students. The main objectives of the course are:</p> <ul style="list-style-type: none"> - To develop communication skills that can enhance pharmacists' basic communication tasks: understanding and informing colleagues, patients, and clients, and facilitating the application of effective conflict resolution methods. - To practice the communication methods and techniques learned through various situations and case studies, enabling students to experience and improve their communication skills in professional practice and everyday life. - To learn and practice the essential written and oral communication rules necessary in professional life, such as preparing a professional CV and cover letter. 	
Short description of the subject:	
<p>There are a total of 7 sessions with 2x45 minute lectures and 7 sessions with 2x45 minute seminars. The theoretical foundations of the subject are presented in weeks 2-5 and at the end of the semester, while the practical classes in weeks 2-5 take the form of seminars, followed by individual homework assignments. In the seminars, students practice and develop the basic communication skills necessary for pharmaceutical work and everyday life, such as correct information delivery, patient education, active listening, verbal and non-verbal communication techniques for empathy, conflict resolution, and assertive behaviour techniques.</p>	
Information regarding the course for the given semester	

Recommended term	Contact hours (lecture)	Contact hours (practice)	Contact hours (seminar)	Individual lectures	Total number of contact hours/semester	Normal course offer	Consultations
1 st semester	14	14			28	<u>Autumn semester*</u> Spring semester* Both semesters* (* Please underline)	

Program of semester

Topics of theoretical classes (1.-7. week):

- 1. week: no lecture
- 2. week: The role of communication in everyday life and pharmaceutical work. Communication models: Schulz von Thun's four-dimensional model. Basics of behaviour culture.
- 3. week: Barriers to information delivery, proper information acquisition, and dissemination.
- 4. week: Conflict resolution in everyday life and pharmaceutical work. Assertiveness. The role of empathy.
- 5. week: Specific genres of oral and written communication, their content and formal elements: cover letter, resume, rhetorical skills. Techniques of persuasion. Principles of presentation preparation.
- 6-11. week: No lecture
- 12. week: Modern ways to improve health literacy
- 13. week: Human behaviour in the online world. Conscious use of social media. Comment management. Netiquette-email protocol.
- 14. week: Use of modern infocommunication opportunities in pharmacy. New paths and perspectives of social media and infocommunication.

Topics of practical classes:

- 1. week: No seminars
- 2. week: The significance of communication in daily life and in pharmaceutical work. The relationship and effectiveness of verbal and nonverbal communication. Practical application of Schulz von Thun's four-dimensional model.
- 3. week: Verbal and nonverbal signs of empathy: active listening. Pitfalls of information distortion. Challenges in providing information. Techniques for correct information delivery and questioning: the funnel principle.
- 4. week: Conflict management in daily life and in pharmaceutical work. Thomas-Kilmann conflict management model. Conflict management questionnaire. Assertiveness.
- 5. week: Stress management in professional and daily life. Written and oral assessments, job interviews.
- 6. week: Individual home assignment: Writing and uploading a cover letter to Moodle.
- 7. week: Individual home assignment: Writing and uploading a professional CV to Moodle.
- 8-13. weeks: No seminars
- 14. week: Final exam

Schedule of consultations:

The interactive practical sessions provide continuous opportunities for consultation. Between contact hours, students can meet with their instructors during the pre-announced consultation times.

Course requirements

Prerequisites: ---

Conditions of attending the classes, amount of acceptable absents, way of presentation of leave, opportunity for makeup:

The participation at a minimum of 75% of the practices is the prerequisite of the signature. In case of absence, the student may make up the missed class only in another group's session covering the same topic, but only with the prior agreement and permission of the lecturer.

The grading method; the conditions for getting the signature; the number, topic(s) and date(s) of the mid-term assessments, (reports, term tests), and the process in which they contribute to the final grade; and the possibility of their retake or their upgrading retake (as provided in §§ 25-28 of the STUDY AND EXAMINATION REGULATIONS):

The final practical grade will be determined as follows. A maximum of 100 points can be achieved:

1. Points earned from lectures: 20 points
2. Points earned from practical sessions: 20 points
3. Final exam: 60 points

Evaluation:

Excellent (5): 80-100 points

Good (4): 70-79 points

Satisfactory (3): 60-69 points

Pass (2): 50-59 points

Fail (1): Below 50 points

1. **Points earned from lectures:** At the end of each lecture, the student answers questions related to the topics discussed in writing. A maximum of 20 points can be earned from the lectures.
2. **Points earned from seminars:** A total of 20 points can be earned for active and constructive participation in seminars. Points are awarded for excellent performance on assigned tasks and for the quality of voluntary participation.
3. **Final exam in week 14:** Topics include required reading for the course, as well as materials from lectures and seminars. A maximum of 60 points can be achieved.

The final exam will take place during the last week of the regular semester. If the student does not achieve at least 50% (30 points) on the final exam, the points earned from lectures and seminars cannot be added to the final exam score; therefore, the final exam must be retaken.

If the final exam is unsuccessful, or if the student does not appear for it, or if they wish to improve their grade, they have up to two opportunities for resits or revisions until the end of the first week of the exam period following the semester, only at the pre-scheduled times.

If the student does not have a passing final exam by the end of the first week of the exam period related to the semester, but their seminar absences do not exceed 25% and their professional CV and cover letter have been accepted, they only need to retake the final exam to successfully complete the course, and do not need to attend the contact hours again.

The conditions for obtaining a signature at the end of the semester (in accordance with the STUDY AND EXAMINATION REGULATIONS § 29):

- Active participation in at least 75% of the seminars of the course
- Acceptance of the motivation letter and professional CV
- Successful completion of the midterm exam (achieving more than 50%).

The number and type of individual assignments the student must complete during the semester, along with their submission deadlines: uploading a motivation letter and a professional CV.

The type of assessment at the end of the semester: signature/practical grade/colloquium/comprehensive exam/project task. (*Please underline)

Exam Requirements (list of topics, test subjects, mandatory parameters, diagrams, concepts, calculations, practical skills, and project task topics recognized as exams, including criteria for completion and evaluation): ---

The form of assessment at the end of the semester: written/oral/combined examination/practical examination/the assessment of completing project work (in accordance with the STUDY AND EXAMINATION REGULATIONS 30.§)* (*Please underline)

The possibility and conditions for offering grades: ---

A list of the basic notes, textbooks, resources and literature that can be used to acquire the knowledge necessary to master the curriculum and to complete the assessments, with exact description about which of them is required to acquire which part of the syllabus (e.g. description based on topics), as well as the main technical and other aids and study aids that can be used:

Required literature:

- Pilling, János: Medical Communication in practice. Medicina, Budapest, 2018. designated chapters: 2, 4, 13, 19.
- Beardsley, RS. – Skrabal, MZ. – Kimberlin, CL: Communication Skills in Pharmacy Practice. Wolters Kluwer. Seventh edition. 2020.
- The lectures and seminar materials available on the course's Moodle page.

For multi-semester courses, the stance of the educational-research organizational unit on the possibility of parallel enrolment and the conditions for approval: yes*/no*/individual assessment* (* Please underline the appropriate option)

The course description was prepared by: Dr. János Pilling, Dr. Orsolya Szépe, Petra Bialkó-Marol

**** The course syllabus should be defined in such a way that it allows for credit recognition decisions at other institutions. It should include a description of the knowledge to be acquired, the application skills (sub-skills), competencies, and attitudes to be developed, while reflecting the program's educational and outcome requirements.**