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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Technology in Leskovac | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | International Material and Energy Flow Management | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | **BUSINESS COMMUNICATION** | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | I (the first year of study) | | |
| Number of ECTS allocated | | | | 4 | | |
| Name of lecturer/lecturers | | | | Ivana Mladenović-Ranisavljević | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The objective of this course is to enable students to define the communication process and to conduct the appropriate techniques of communication. Intercultural communication is explained as a result of mutual understanding of culture, religion and rituals.* *On the basis of mastery of teaching content, the student is able to perform cultural sensibility as well as communication and presentation skills to solve communication problems in the fields of economics and engineering.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| Introduction: The importance of business communication. Communicating as a form of leadership in management. Elements and phases of the business communication process. Forms, types, models and modes of communication. Techniques of spoken, written and verbal communication; techniques of electronic and telephone communication; techniques of marketing communication. Business Ethics (concept, values, dimensions) as a determinant of business communication; business ethics and its significance for the attitude towards to work and motivation for work; managerial Ethics; codes of conduct. Cultural Aspects of Business Communication and intercultural communication*.* Communication inside of the organization, as well as communication between the organization and the external environment. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | | **60** |
| **Practical teaching** | **15** | | **Oral examination** | | |  |
| **Seminar paper** | **15** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |