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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Technology in Leskovac | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | Chemical Technologies, Food Technology and Biotechnology,  Textile technologies | | |
| Study Module (if applicable) | | | | FOOD TECHNOLOGY MODULE, BIOTECHNOLOGY MODULE, PHARMACEUTICAL AND COSMETIC ENGINEERING MODULE, ORGANIC CHEMICAL TECHNOLOGY AND POLYMER ENGINEERING MODULE, ECOLOGICAL ENGINEERING MODULE, TEXTILE ENGINEERING MODULE, INDUSTRIAL DESIGN OF TEXTILE PRODUCTS | | |
| Course title | | | | **BUSINESS COMMUNICATIONS** | | |
| 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)** | | | | | | |
| *Purpose of this course is enabling students to define the communication process and qualifying them for meaningful and understandable process of creation and transmission of ideas, feelings, etc. in order to cause desirable reactions from the participants in the communication process. On the basis of mastery of teaching content, the student is able to conduct the appropriate techniques of communication, as well as to perform 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)** | | | | | | |
| Conceptual determination, definition and characteristics of communication; communication and the external environment. 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*.* | | | | | | |
| **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** |  | | **Oral examination** | | |  |
| **Seminar paper** | **2x 15 = 30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |