|  |
| --- |
|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **COMMUNICATION STUDIES & JOURNALISM** |
| Study Module (if applicable) | **COMMUNICOLOGY** |
| Course title | **BUSINESS COMMUNICATION** |
| Level of study | ☒Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | ☒ Obligatory ☐ Elective |
| Semester  |  ☒ Autumn ☐Spring |
| Year of study  | IV |
| Number of ECTS allocated | 8 |
| Name of lecturer/lecturers | **IVANA STOJANOVIĆ PRELEVIĆ** |
| Teaching mode |  ☒Lectures ☐Group tutorials ☐ Individual tutorials ☐Laboratory work ☐ Project work ☐ Seminar ☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of subject: Acquiring knowledge and skills about the basics of contemporary business communication, as dominant assumption of individual success, as well as organizational success.* *Outcome: Gaining knowledge and mastering the basic theoretical and methodological skills, which are necessary for independent research and for monitoring anthropological phenomena. It is also related to the training for theoretical and empirical research of anthropological facts, both in the office and in the field.*  |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Theoretical teaching:*Basis of communication; Communication process; Types of communication; Verbal communication; Non-verbal communication, Interpersonal communication, Organizational communication, Culture of communication, The ethics of communication, Business etiquette, Developing a communicator, The image of communicator, Business negotiations, Strategy and tactics of negotiations, Improvement of business communication.*Practical teaching:**Exercises, Other forms of teaching, Research, Seminar papers, Individual and group presentations and discussions* |
| **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** |  |
| **Practical teaching** |  | **Oral examination** | **50** |
| **Teaching colloquia** | **40** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |