

NAME OF THE COURSE		Business Communication			
Code	ECA106	Level of study	undergraduate		
Course teacher	Associate Professor Ivana Bilić, PhD Srećko Goić, PhD, Full Professor	Credits (ECTS)	5		
Associate teachers		Type of instruction (number of hours)	L	S	E
			26		26
Status of the course	Study program – Small Business Management (obligatory) Study program - Tourism Business (obligatory)	Percentage of application of e-learning	40%		
COURSE DESCRIPTION					
Course objectives	Through this course, a student should become familiar with basic characteristics, techniques, and methods of communication in the business environment. They should be able to use these techniques and methods to communicate appropriately in various business situations.				
Course enrolment requirements and entry competences required for the course	Prerequisites defined by the Faculty of Economics, Business and Tourism Statute.				
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>GENERAL OUTCOME: Through learning this course, students will learn to independently design complete communication processes, related to the conclusion and implementation of business within the company and with the external environment of the company, applying written, oral and non-verbal communication.</p> <p>Individual learning outcomes:</p> <ol style="list-style-type: none"> 1. Design business letters and other texts useful in the business of the company. /5/7 level / 2. Present in front of a smaller or larger group (public appearance). /5/7 level / 3. Develop the knowledge and skills of successful listening. /5/7 level / 4. Choose the option of modern means of communication in business communication. /6 level/ 5. Support the conduct of business meetings, negotiations, and teamwork. /6 level/ 6. Recommend the determinants of the bon-ton important in the business of different types of companies and activities. /6 level/ 				
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercise		
	Topic	Hours	Topic	Hours	
	1. Introduction and the basis and principles of business communications	2	<i>Exercise: Problems and approaches in communication</i>	2	
	2. Written and visual communication	2	<i>Exercise: Media channels selection</i>	2	
	3. Written communication	2	<i>Exercise: Composing written business messages</i> <i>Self-evaluation 1</i>	2	

	4. Verbal communication	2	Exercise: Public speaking and debate	2
	5. Non-verbal communication	2	Exercise: Analyses of non-verbal communication	2
	1. Negotiation and collective negotiation	2	Exercise: Negotiations	2
	7. Internal communication and communication during employment	2	Exercise: Group conflict Self-evaluation 2	2
	Test 1		Topics 1 - 7	
	8. Technic any technology in internal communication	2	Exercise: Advantages and disadvantages of communication technologies Self-evaluation 3	2
	9. Online communication – communication with external audience	2	Students presentations Self-evaluation 4	2
	10. Cross-Cultural Business Communication	2	Students presentations Self-evaluation 4	2
	11. Business Ethic in Communication	2	Students presentations Self-evaluation 4	2
	12. Public Relations	2	Students presentations Self-evaluation 4	2
	13. Culture of Business Communication in Different Situations	2	Students presentations Self-evaluation 4	2
	Test 2		Topics 8 – 13	
	Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input checked="" type="checkbox"/> guest lecturers (other)
Student responsibilities	To obtain a signature, the student should participate in solving 4 (self-evaluation) tasks. Self-evaluation tasks are reserved exclusively to wine a signature and do not contribute to the achieved success in the course.			
Screening student	Class	0,5	Research	Practical training

work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	attendance					
	Experimental work		Report		Assignments (Other)	1
	Essay		Seminar essay	1	Self-Evaluation	0,5
	Tests	1	Oral exam		(Other)	
	Written exam	1*	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>Requirement for the successful completion of the course is 60% of class attendance. During the semester students will have 2 tests (written or oral), with a maximum of 60 points each. The practical part of the exam will be checked through two assignments, which will give students maximum of 90 points. Based on regular attendance and active participation in classes (self-evaluation), students can achieve up to 30 points.</p> <p>A student who reached at least 130 points during the class activities, assignments and tests have mark and at least 60 points coming from the assignments and self-evaluation) and achieved a total of at least 60 points from the tests (and extra points from in class activities – max 20 points, extra points are part of assignments).</p> <p>1 * Students who do not pass the course through a tests and assignments will have an exam. The exam is conducted in a written and / or oral form, and contains theoretical and practical elements (part of the exam is on the computer).</p> <p>Score Exam Points 0 - 129 – grade 1 130 - 141 grade 2 142 - 160 grade 3 161 - 180 grade 4 181 - and more grade 5</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Osredečki, E.: <i>Poslovno komuniciranje & poslovni bonton</i> , Naklada Edo, Samobor, 2000.					
	Web stranice: Poslovno komuniciranje, by Srećko Goić (https://kamata.efst.hr/course/view.php?id=45)			X	YES/MOODLE	
Optional literature (at the time of submission of study programme proposal)	<ol style="list-style-type: none"> Bovee, C.L. Paul, C.A. and Thill, J.V. (2021) <i>Business Communication Today</i>, 15th edition, Pearson Bovee, C. L, Thill J.V.: <i>Suvremena poslovna komunikacija</i>, MATE, Zagreb, 2012. Rouse, J.M., Rouse, S.: <i>Poslovne komunikacije</i>, Masmedia, Zagreb, 2005. Stojanovska – Džingovska, D. & Bilic, I. (2012): What is the correct approach: Disability Etiquette or how to interact with the persons with disabilities: Ethics in the education of the students with disabilities, in Lazarevska, A. (ed) et al. (2012): GUIDELINES for correct attitude towards persons with disabilities or limited abilities in higher education Skopje : Makedonsko amerikanska alumni asocijacija Bilić, I. (2017): Communication with Persons with Disabilities vs. Communication with Differently Abled Persons, in, Santoshi Halder and Lori Czop Assaf (Eds.), <i>Inclusion, Disability and Culture An Ethnographic Perspective Traversing Abilities and Challenges</i>, Springer, Cham: Switzerland, pp. 135-151 					

<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<p>Registering students' attendance and success participation in carrying out of their self-evaluation duties (lecturer). Monitoring lectures and practice sessions (Vice Dean for Education). Students' Performance analysis in each course (Vice Dean for Education). Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre) Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.</p>
<p>Other (as the proposer wishes to add)</p>	<p>The course is taught in Croatian and English. If it is possible exercise part of this course should be placed in info labs.</p>