

NAME OF THE COURSE		Business Communication				
Code	EUBA04	Year of study	3			
Course teacher	Srećko Goić, PhD, Full Professor	Credits (ECTS)	4			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	elective	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	Through this course students 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:</p> <ol style="list-style-type: none"> Ability to communicate correctly and effectively in different business situations and using different (appropriate) communication tools and channels. <p>Specific learning outcomes:</p> <ol style="list-style-type: none"> To analyze situation and processes in the area of communication in the enterprise and its environment To understand and participate effectively in the entire process(es) of communication within the enterprise and communication of the enterprise with its environment To communicate effectively through written, oral and nonverbal communication in different business situations To organize, participate and help others in leading business meetings, negotiations and team work. To communicate in polite and pleasant manner. 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercise			
	Topic	Hours	Topic	Hours		
	Introduction – course and the topic	2	<i>Exercise: Problems and approaches in communication</i>	2		
	The basics and principles of business communication (1)	2	<i>Exercise: Preparation of different communication messages</i>	2		
	The basics and principles of business communication (2)	2	<i>Exercise: Message creation and media selection of media channels</i>	2		
	Communication forms (1): - written and visual communication.	2	<i>Exercise: Composing written business messages</i>	2		
	Communication forms (2): - verbal communication.	2	<i>Exercise: Public speaking and debate</i>	2		
	Communication forms (3):	2	<i>Exercise: Business reports design</i>	2		

	- nonverbal and multimedia communications					
	Communication topics (contents) - Negotiations	2	Exercise: Negotiations	2		
	Communication topics (contents) - Internal and employees communication, public relations	2	Exercise: Application letter; CV	2		
	Technical aids in communication (1): office devices and technology (2) - Telephone and distance communication	2	Exercise: Advantages and disadvantages of communication technologies	2		
	Technical aids in communication (2): presentation techniques	2	Exercise: Presentation techniques and technologies	2		
	Culture of Business Communication (1): Protocols and events -	2	Student presentations: 4-5 students prepare 15-minute presentations and present them in lessons, and through the discussion in which all the students participate, the subject is complemented.	2		
	Culture of Business Communication (3): - cross cultural communication and bon-ton	2	Student presentations: 4-5 students prepare 15-minute presentations and present them in lessons, and through the discussion in which all the students participate, the subject is complemented.	2		
	Wrapping up and preparation for final exam.		Wrapping up: What we have learned?			
	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"/> X guest lecturers (other)		
Student responsibilities	Attending classes regularly: lectures min. 50%; exercises and seminars min. 70%.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS	Class attendance		Research		Practical training	
	Experimental work		Report	0,5	Assignments	1,5
	Essay		Seminar essay			

credits is equal to the ECTS value of the course)							
	Tests	2,0	Oral exam		(Other)		
	Written exam	1*	Project		(Other)		
Grading and evaluating student work in class and at the final exam	<p>During the semester students will have 2 tests, which will bring a maximum of 60 points each. The practical part of the exam will be checked through four assignments, which will give students maximum of 100 points. Based on direct activities in exercises and active participation in self-evaluation activities and active participation in classes, students can achieve up to 20 points.</p> <p>A student who during the semester has earned at least 130 points, of which at least 60 points in the exercise, and achieved a total of at least 60 points from tests (and at least 20 points in each particular test) that he passed the exam and will be offered an appropriate grade.</p> <p>The exam is conducted in a written and / or oral way, and contains theoretical and practical elements (part of the exam is on the computer).</p> <p>1 * Students who do not pass the subject through a colloquy will post the same through a written and oral exam.</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	
		Effective communication Skills, MTD Training & Ventus Publishing ApS, 2010.				X	
		The Smart Guide to Business Writing, Gay Walley & Ventus Publishing ApS, 2012.				X	
		Perfect Presentations, Andrew Ivey & Ventus Publishing ApS, 2010.				X	
60 pages: Business Communication, by Srećko Goić (https://ispiti.efst.hr/course/view.php?id=319)				X			
Guffey, M.E., Loewy, D.: Essentials of Business Communication, Cengage Learning, 2018.							
Optional literature (at the time of submission of study programme proposal)	<ol style="list-style-type: none"> 1. Krizan, A.C; Merrier, P; Larson Jones C.: <i>Business Communication</i>, South Western Publishing, Cincinnati, 1999. 2. Bovee, C.L; Thill, J.V.: <i>Business Communication Today</i>, McGraw-Hill, New York, 1992. 3. 						

<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<p>Registering students' attendance and success in carrying out of their 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.</p>