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|---|----------------------|-------------------|--------------------------|
| <b>Study program: Industrial Engineering</b>  |                      |                   |                          |
| <b>Course title: Business Communications</b>  |                      |                   |                          |
| <b>Professor/assistant:</b> PhD Stanisa Dimitrijevic  |                      |                   |                          |
| <b>Type of course:</b> elective   |                      |                   |                          |
| <b>ECTS credits:</b> 4  |                      |                   |                          |
| <b>Pre-requisites:</b> -  |                      |                   |                          |
| <b>Aims of the course:</b> - to prepare students to acquire the necessary knowledge of the elements and types of business communication, investigate the ways and means used in business communication, and form a comprehensive view on the importance of business communication for the success of the organization.  |                      |                   |                          |
| <b>Learning outcomes:</b> - students will be able to define basic theoretical concepts, solve practical problems and successfully acquire techniques of business communication skills. Students will also be able to prepare and deliver multimedia presentations to public. They will be able to have business discussions and lead meetings using multimedia information technology to solve problems in business communication.  |                      |                   |                          |
| <b>Syllabus</b>   |                      |                   |                          |
| <i>Theoretical part</i> - The establishment and development of social communication. The importance of communication in business for engineers. The process and elements of communication. Business communication in organizations. Verbal business communication – spoken. Verbal business communication – written. Nonverbal business communication. The relation between verbal and non-verbal communication. Communication in work groups and team work. Formal communication in work groups. Informal communication in work groups. Concept and problems of ethics in business communications. Problems and conflicts in business communication. |                      |                   |                          |
| <i>Practical part</i> - none  |                      |                   |                          |
| <b>Literature</b>   |                      |                   |                          |
| 1. Basics of communication and business communication - Nila Kapor-Stanulović, Peter Vrgović, Alpha-graph NS, Novi Sad 2008.  |                      |                   |                          |
| 2. Business communications - Ljiljana Stankovic, Mira Avramovic, University of Economics, Nis 2006.   |                      |                   |                          |
| 3. Business communications - Michael J. Rouse, Sandra Ruose, Makmedina, Zagreb, 2005.   |                      |                   |                          |
| <b>Number of active classes</b>   |                      |                   | Other forms of teaching: |
| Lectures: 2   | Practical classes: 0 | Research work:    |                          |
| <b>Teaching methods</b> Combined, interactive with solving issues from real life situations.  |                      |                   |                          |
| <b>Grading system</b> (maximum 100 points), <b>grading scale</b> from 5 to 10: below 51 points grade 5, grade 6 from 51-60 points, grade 7 from 61-70 points, grade 8 from 71-80 points, grade 9 from 81-90 points, grade 10 from 91-100 points.  |                      |                   |                          |
| <b>Pre-exam obligations</b>   | <b>points</b>        | <b>Final exam</b> | <b>points</b>            |
| activity during theoretical lectures  | <b>10</b>            | written exam      | <b>30</b>                |
| practical training  |                      | oral exam         |                          |
| colloquium(s)/seminar papers  | <b>50+10</b>         |                   |                          |
| <b>Sum</b>  | <b>70</b>            | <b>Sum</b>        | <b>30</b>                |