



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Business Communications								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	PKOM	1.7. Year of Study	Second						
1.4. Course Code	CM19115	1.8. Semester	Third / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Excercises	10	1.10. Class Venue and Schedule	Bernays- According to published schedule
Course Structure	Hours								
Lectures	20								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Ivan Pakozdi	2.6. Course Associates	Helena Šimić
2.2. Academic Rank	MA	2.7. Academic Rank	MA
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	ivan.pakozdi@bernays.hr	2.9. Contact e-mail	helena.simic@bernays.hr
2.5. Consultations	According to the published schedule	2.10. Consultations	According to the published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	<p>This course is designed to serve as professional upgrade to the Communication Science course, which provides introduction and advanced insight to the principles of business communications, practices, and the application of these practices. The objective of the course is to provide students with insight into the practical aspects of successful communication in the business world and to enable them to develop professional communication skills and competences in order to gain a competitive advantage that will help them in their career progression. The course covers topics such as: business communication strategies, professional business correspondence in intercultural contexts, etiquette of communication in business systems during business conversations, rules of conduct during business events, conducting</p>
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	<p>business meetings, addressing and titling interlocutors, business behaviour and morale, and many other skills such as mastering team and interpersonal communication, writing positive and negative business messages and designing visual communication, and ends with learning about strategic communication in corporations. The course places particular emphasis on developing practical skills for students who, during the course, will learn to properly use forms such as CVs, memos, job applications, reports, business e-mails, etc.</p>																				
<p>3.2. Enrolment Criteria</p>	<p>There are no specific conditions for enrolment in this course.</p>																				
<p>3.3. Learning Outcomes</p>	<p>LO1: Explain the basic models, forms and elements of business communication. LO2: Identify major business communication strategies and demonstrate their application in practical situations. LO3: Interpret the constituent elements of strategic communication in the organization and the principles of successful conduct of meetings as a form of interest communication. LO4: Demonstrate the use of written, spoken and visual business communication techniques.</p>																				
<p>3.4. Course Content</p>	<ol style="list-style-type: none"> 1. Forms and types of business communication in organizations. 2. Organization as a term and functions of communication in organizations. 3. Models and forms of communication in organizations, obstacles in organizational communication. 4. The impact of business communication on corporate culture. 5. A strategic approach to communication in the organization and four basic communication strategies. 6. Behaviour and communication styles in the business environment, assertive communication style, use of 'I messaging', how to intelligently conduct business conversation. 7. Types of business meetings, successful meetings management, types of meeting participants, motivation of meeting participants to participate, styles of meeting management. 8. Business world argumentation, positive and negative methods of argumentation. 9. Business protocol, meeting room layout. 10. Use of techniques in business communication for drafting CVs, letters, job applications, reports, business e-mails, etc. 11. Leadership, management, business etiquette. 																				
<p>3.5. Types of Class Activities</p>	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td></td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td></td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td>X</td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.
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<p>3.6. Course Language</p>	<p>Croatian Language</p>																				
<p>3.7. Student Obligations</p>	<p>Regular attendance and participation in lecture discussions. Participation in Exercises. In order to take the course, students are obliged to participate in the project as part of the exercises, i.e. to create a student folder in which they will enclose exercises from 5 different forms / techniques in written business communication. Taking exams from obligatory literature.</p>																				



3.8. Monitoring Student Work and ECTS

1	Class Attendance	Written Exam	Seminar Paper	2	Preliminary Exam(s)	1	Project
	Activities in Class	Oral Exam	Research		Essay		Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance and class participation	5
2. 1 st Preliminary exam	35
3. 2 nd Preliminary exam	35
4. Student folder (project)	25
Total Points	100

3.10. Obligatory Literature

- Rouse, J. M i Rouse, S (2005). *Poslovne komunikacije – kulturološki i strateški pristup*, Masmedia, Zagreb.
- Vidak, I. (2014). Oblik i struktura poslovnog pisma. *Praktični menadžment: stručni časopis za teoriju i praksu menadžmenta*, 5(1), 79-82.
- Jurković, Z. (2012). Važnost komunikacije u funkcioniranju organizacije. *Ekonomski vjesnik: Review of Contemporary Entrepreneurship, Business, and Economic Issues*, XXV(2), 387-399.

3.11. Supplement ary Literature

- Gnjato, V. (2003). *Sastanci – interesno komuniciranje*, 5. izmijenjeno i dopunjeno izdanje, Alinea, Zagreb
- Courtland B. L., Thill, J. V. (2012). *Suvremene poslovne komunikacije – deseto izdanje*, Mate, Zagreb.
- Bennie, M. (2009). *A Guide to Good Business Communication*, 5. Edition), How To Content, Oxford, United Kingdom (odabrano poglavlje)

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires