



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

| 1.1. Course Name       | Business Communications   |                    |                |          |    |            |    |                                |  |
|------------------------|---|--------------------|----------------|----------|----|------------|----|--------------------------------|--|
| 1.2. Study Programme   | Tourist Destination Management and Marketing undergraduate professional study programme   |                    |                |          |    |            |    |                                |  |
| 1.3. Course Short Name | PKOM  | 1.7. Year of Study | Third          |          |    |            |    |                                |  |
| 1.4. Course Code       | TDM19329  | 1.8. Semester      | Fifth / 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

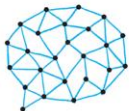
|                         |                                     |                        |                                     |
|-------------------------|-------------------------------------|------------------------|-------------------------------------|
| 2.1. Lecturer in Charge | Ivan Pakozdi                        | 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 | 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>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.<br/>LO2: Identify major business communication strategies and demonstrate their application in practical situations.<br/>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.<br/>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"> <li>1. Forms and types of business communication in organizations.</li> <li>2. Organization as a term and functions of communication in organizations.</li> <li>3. Models and forms of communication in organizations, obstacles in organizational communication.</li> <li>4. The impact of business communication on corporate culture.</li> <li>5. A strategic approach to communication in the organization and four basic communication strategies.</li> <li>6. Behaviour and communication styles in the business environment, assertive communication style, use of 'I messaging', how to intelligently conduct business conversation.</li> <li>7. Types of business meetings, successful meetings management, types of meeting participants, motivation of meeting participants to participate, styles of meeting management.</li> <li>8. Business world argumentation, positive and negative methods of argumentation.</li> <li>9. Business protocol, meeting room layout.</li> <li>10. Use of techniques in business communication for drafting CVs, letters, job applications, reports, business e-mails, etc.</li> <li>11. Leadership, management, business etiquette.</li> </ol> |   |                   |   |                         |  |                        |  |                        |  |                |  |                        |  |                   |   |                         |  |            |  |       |
| <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. |
| X                                     | Lectures  | X | Exercises         |   | Field Trips             |  | Multimedia and Network |  | Mentored Paper         |  |                |  |                        |  |                   |   |                         |  |            |  |       |
|                                       | Seminars and Workshops  |   | Distance Learning | X | Independent Assignments |  | Laboratory             |  | Misc.                  |  |                |  |                        |  |                   |   |                         |  |            |  |       |
| <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 <sup>st</sup> Preliminary exam         | 35         |
| 3. 2 <sup>nd</sup> Preliminary exam         | 35         |
| 4. Student folder (project)                 | 25         |
| <b>Total Points</b>                         | <b>100</b> |

### 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. Supplementary Literature

- Bennie, M. (2009). *A Guide to Good Business Communication*, 5. Edition), How To Content, Oxford, United Kingdom (odabrano poglavlje)
- 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.

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires