

## DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	<b>Business Communications</b>				
<b>Head of course</b>	<b>MSc Robert Strahinja, Lecturer</b>				
<b>Study programme</b>	<b>Professional undergraduate study Entrepreneurship</b>				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	1.	<b>Semester</b>	II.	<b>ECTS credits</b>	5
<b>Teaching plan (L + E + S+ Pr)</b>	2+2+0+0				
<b>Goals of a course</b>					
With the help of various forms and types of communication bring the business entity's operations to the level of communication practiced in business environment.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
<p>Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.</p> <p>Outcome 8: Identify and analyse different organizational solutions in business processes.</p> <p>Outcome 10: Assess ethical approaches when planning and executing business tasks.</p> <p>Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language.</p> <p>Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language.</p> <p>Outcome 15: Independently prepare and present professional content using information and communication tools.</p>					
<b>Expected learning outcomes on a level of a course</b>					
<ol style="list-style-type: none"> <li>1. Define the basic concepts that relate to the theoretical basics of business communication.</li> <li>2. Independently prepare and present professional content in the process/procedure of organizing meetings and negotiations.</li> <li>3. Apply business communication techniques and skills to enhance speech and public appearances.</li> <li>4. Communicate with other business entities and different cultures.</li> <li>5. Substantiate own opinion about the problems analysed in specific business situations</li> </ol>					
<b>Content of a course</b>					
<p>Theoretical basis of business communications. Creating business communication. Words, speech. Using images in business communication. Power of persuasion: change of opinion. Forms and questionnaires. Business letters. Reports, memorandums, notes. Preparation of presentations. Meetings, teams, negotiations. Advertisements. Interviews. Technologies in communication. Ethics in business communication.</p> <p>Individual or group solving of tasks oriented towards mastering techniques and skills of business communications with special accent on the preparation of presentations, speeches and public appearances, organization and chairing business meetings, conducting business talks and negotiations, interviews.</p> <p>Business letter writing, using technologies in business communication, practical analysis of questions in business communication culture.</p>					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Comments</b>					
<b>Students' obligations</b>					

### Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

#### Continuous check-up:

Outcomes	Pre-exam I	Pre-exam 2	Assignment (teamwork)	Presentation with the written check	Threshold	Max
Outcome 1	14%		4%	2%	10%	20%
Outcome 2	14%		4%	2%	10%	20%
Outcome 3	7%	7%	4%	2%	10%	20%
Outcome 4		14%	4%	2%	10%	20%
Outcome 5		14%	4%	2%	10%	20%
Percentage of ECTS	1,75	1,75	1	0,5		
Total	35%	35%	20%	10%	50%	100%

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

#### Exam term:

Outcomes	Written exam	Oral exam	Max
Outcome 1	17%	3%	20%
Outcome 2	17%	3%	20%
Outcome 3	17%	3%	20%
Outcome 4	17%	3%	20%
Outcome 5	17%	3%	20%
Percentage of ECTS	4,25	0,75	
Total	85%	15%	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

#### Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

### Obligatory literature

1. Lončarić, D.: "Poslovno komuniciranje"; Veleučilište u Rijeci, Rijeka, 2010.

<b>Additional literature</b>
<ol style="list-style-type: none"><li>1. Kliment, A.: Poslovne komunikacije, Školska knjiga, Zagreb, 1993.</li><li>2. Fox, R. : Poslovna komunikacija, Hrvatska sveučilišna naklada, Pučko otvoreno učilište – Zagreb, Zagreb, 2006.</li><li>3. Rouse, M.J., Rouse, S.: Poslovne komunikacije: kulturološki i strateški pristup, Masmedia, Zagreb, 2005</li></ol>

