

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Developing Communication and Presentation Skills				
Head of course	MSc Robert Strahinja, Lecturer				
Study programme	Professional undergraduate study Telematics				
Status of a course	Obligatory				
Year of study	1.	Semester	II	ECTS credits	4
Teaching plan (L + E + S+ Pr)	2+2+0+0				
Goals of a course					
With the help of various forms, techniques and types of communication, upgrade the business to the level of successful communicating in a business environment.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 14: Apply methods of organizing business systems and marketing of products and services in the context of entrepreneurship in telematics. Outcome 15: Participate in teamwork and independently present professional content in written and spoken form in Croatian and English.					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Connect basic concepts related to interpersonal communication in a business environment. 2. Identify the factors that influence the choice of a particular multimedia presentation medium 3. Design a multimedia presentation according to the guidelines for medium selection, navigation, perception and data transmission. 4. Independently present selected content using a multimedia presentation. 5. Prepare a business letter, interview, meeting with the selection of appropriate technology. 					
Content of a course					
Basics of communication. Verbal and non-verbal communication. Learning and understanding various styles of communication and behaviour. Basics of multimedia communication. The role of multimedia communication in business environment. Multimedia document. Basic types of multimedia documents and how to make them. Data models in multimedia presentation: modelling of media, navigation, data perception and transfer. Techniques of presentation. Models of making a good presentation. The goal and rules of a presentation. Tools for creating multimedia presentations. Techniques of modelling. Additional tools and media. Team work.					
Teaching modes	<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 _____		
Comments					
Students' obligations					
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	Assignments (teamwork)	Presentation with a written one 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	1,4	1,4	0,8	2%		
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	3,4	3%	
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**Additional literature**

1. Kliment, A.: Poslovne komunikacije, Školska knjiga, Zagreb, 1993.
2. Fox, R. : Poslovna komunikacija, Hrvatska sveučilišna naklada, Pučko otvoreno učilište – Zagreb, Zagreb, 2006.
3. Rouse, M.J., Rouse, S.: Poslovne komunikacije: kulturološki i strateški pristup, Masmedia, Zagreb, 2005.

