

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Business Communications				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	1	Semester (Winter/Summer)	S	ECTS credits	5
Goals of a course					
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.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one. Outcome 8: Identify and analyse different organizational solutions in business processes. Outcome 10: Assess ethical approaches when planning and executing business tasks. Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language. Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language. Outcome 15: Independently prepare and present professional content using information and communication tools.					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Define the basic concepts that relate to the theoretical basics of business communication. 2. Independently prepare and present professional content in the process/procedure of organizing meetings and negotiations. 3. Apply business communication techniques and skills to enhance speech and public appearances. 4. Communicate with other business entities and different cultures. 5. Substantiate own opinion about the problems analysed in specific business situations 					
Content of a course					
<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>					
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 _____		
Grading, evaluation and monitoring of students' work continuously during lectures and exams					
Grading is based upon evaluation 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.					