

Course title: Business communications			
Lecturer: Jelena Vemić Đurković			
Course status: Required, Second Semester			
ECTS: 6			
Requirement: none			
Course aims: Students in this course should be familiarize with basic features, characteristics and nature of business communication and its various embodiments and learn basic communication techniques and skills.			
Course outcome: In this course, students will acquire theoretical and practical knowledge of communication and business communication. Students should understand the importance of communication skills and messages in the modern corporate business. Upon completion of the lecture, students will be able to understand the importance of exchanging business information and the introduction of modern technology in effective business and marketing communication with clients			
Course content: <i>Theory classes</i> Introduction to the study of skills and the nature of human communication. Consideration and adoption of the basic concepts and elements of the communication process and various codes, methods, levels and forms of communication. Theoretical determination of business communication. Techniques and methods of business communication and transmission of information. Basic forms of communication. Verbal and non-verbal communication. Corporate communication. Application of information technology in business communication. Techniques and methods of presentation in the media. Techniques and methods of performing on radio and television. Contact with the press. Promotional activities and advertising. Business etiquette. Business correspondence. Business ethics. <i>Practice classes</i> Lectures and exercises will focus on practical examples and case studies from business communication in local, regional and global markets. There will be debates on specific topics, which will help the students to draw conclusions and take concrete decisions.			
Recommended Literature: 1. Gugley.M.E, Lowey, D.: Essentials of business communication, 11E, South Western Educational Publishing, 2013. 2. Thill, J.: Excellence in Business Communication, Pearson, 2016.			
Number of active teaching classes	Theory classes: 2	Practice classes: 2	
Teaching methods: Interactive lectures and exercises, consultations, case studies ...			
Knowledge assessment			
Pre-exam tasks	<i>points</i>	Final exam	<i>points</i>
Draft	20	oral exam	40
First mid-term test	20	
Second mid-term test	20		