

Study programme: Security studies			
Course title: Business communications			
Lecturer: Jelena B.Vemić Đurković			
Course status: Elective			
ECTS: 6			
Requirement: None			
Course aims Students in this course should be introduced 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.			
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: 4		Theory classes: 2	Practice classes: 2
Teaching methods: Interactive lectures and exercises, consultations, case studies ...			
Knowledge assessment (max 100 points)			
Pre-exam tasks	Points	Final exam	Points
In-class activity	20	Oral exam	40
Practice classes	20	
Mid-term tests	20		
Seminar papers			
The above listed knowledge assessment means are just a few among different options (written exam, oral exam, project presentation, seminar papers etc)			
* Maximum one page A4 in length			