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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR**  **FACULTY OF ECONOMICS** | | | | |
| **Subject:** | **Business Communication** | | **Code: AB108** | |
| **Studies level, year of study, semester** | academic undergraduate studies | | year: I / semester: 2 | |
| **Lecturer:** | Armina Hubana , PhD, associate professor | | | |
| **Contact details:** | Address: Dzemal Bijedic University of Mostar, Faculty of Economics email: armina.hubana@unmo.ba | | | |
| **Total number of teaching hours:** | Lectures (weekly hours): 4 | Exercises (weekly hours): 2 | | Total number of hours: 90 |
| **ECTS points:** | 7 ECTS | | | |
| **Degree:** | Bachelor of Economics | | | |
| **Subject status:** | Mandatory | | | |
| **Preconditions for the subject:** | None | | | |
| **Limitations:** |  | | | |
| **Justification for the assigned ECTS:** | Number of ECTS points corresponds to the number of hours necessary for teaching hours and exam preparation. | | | |
| **Objective of the subject:** | The main goal is to attract and motivate students for a dynamic, stochastic and complex field of communication skills. Also, students need mastery of knowledge that requires interpersonal communication in every business environment and more effective formatting of messages in all forms of communication. | | | |
| **Generic and specific competencies (knowledge and skills) / learning outcomes:** | Acquiring the necessary knowledge and skills from important applied areas of business ethics such as: defining the notion of ethics and morality, describing ethical theories and principles, and analyzing the human rights of different generations. | | | |
| **Subject's content:** | 1. Introduction, understanding of communication  2. Models and forms of communication  3. Communication and Environment  4.Business communication (verbal communication, written communication)  5. Managerial communication  6. Public Relations  7. Time menagement  8. Interpersonal communication skills  9. Intercultural communication  10. Communication barriers and models for solving | | | |
| **Teaching methods:** | Ex cathedra, discussion, presentations, guest lecturer | | | |
| **Other requirements for the students** | No | | | |
| **Structure of final grade** | 1. attendance at classes - 10%  2. teamwork, case study, presentation - 40%  3. final test - 50% | | | |
| **Literature:** | Lecture materials  Michael., Rouse, S. Rouse, Business Communications, Thomson Learning, London, 2002.  Fox, R. „Business Communication“, Hrvatska sveučilišna naklada Zagreb, Zagreb,2006. | | | |
| **Quality control of successfulness of teaching** | Anonymous survey among students about quality of teaching | | | |