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| **University „Džemal Bijedić“ of Mostar**  **„Tourism Study“** | | |
| **Subject title:** | **Business Comunication** | Item Code: |
| **Cycle level, years of study, semester** | I cycle | First year / Semester I |
| **Lecturer on the subject:** |  | |
| **Contact details:** |  | |
| **Total number of subject hours:** | 60 (30+30) | |
| **Credit value ECTS-a:** | 5 ECTS | |
| **Basic Qualification:** |  | |
| **Subject status:** | Mandatory | |
| **Preliminary Examination Obligations** | - | |
| **Access limitations on the subject:** | - | |
| **Explanation of ECTS value:** | - | |
| **Subject goal:** | Explain the strategy, system, elements and goals of communication. Analyze communication practices in tourism organizations. Link ways of communicating an organization with ethnic culture as well as the organization's ideology. Point to the role of language as a social activity. Offer students skills development models in their own business communication. Encourage students to move on to the use and creation of new (synergistic) forms of knowledge in tourism. | |
| **Description of general and specific competences (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. | |
| **Course content:** | 1. Concept and types of business communication  2. Characteristics of communication in tourism  3. The Role, Importance and Activity of Communication Manager Organizations  4. Analysis of the communication of bh tourist destinations  5. Comparison with the communication of the world's leading destinations  6. Communication of destinations and cultures  7. Media of Communication Destination  8. Language registers  9. Verbal and visual communication techniques  10. Communication of the destination as a process of social control | |
| **Teaching methods / learning methods:** | Ex cathedra, discussion, presentations, guest lecturer | |
| **Other Student Obligations (if Predicted):** | No | |
| **Assessment Methods / Methods of Examination** | 1. attendance at classes - 10%  2. teamwork, case study, presentation - 40%  3. final test - 50% | |
| **List of basic literature and**  **Internet web references:** | Lecture materials  Fox, R. „Business Communication“, Hrvatska sveučilišna naklada Zagreb, Zagreb,2006.  Kotler. P., Bowen J. T., Marketing in hospitality, hotel industry and tourism“, MATE Zagreb, Zagreb, 2010. | |
| **Quality assurance and performance of the subject** | An anonymous survey among students on the performance of teaching. | |