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| **University „Džemal Bijedić“ of Mostar****„Business Informatics“** |
| **Name of the subject** | **Business Communication** | Item Code: |
| **Cycle level, years of study, semester** | I cycle | First year / Semester I |
| **Professor** | Prof.dr. Armina Hubana |
| **Contact details** |  armina.memic@unmo.ba |
| **Total number of subject hours** | 45 (30+15) |
| **Credit value ECTS-a** | 5 ECTS |
| **Basic Qualification** |  |
| **Subject status** | Mandatory |
| **Preconditions** | - |
| **Access limitations on the subject** | - |
| **Explanation of ECTS value** | - |
| **Subject goal:** | 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. |
| **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. Introduction, understanding of communication2. Models and forms of communication3. Communication and Environment4.Business communication (verbal communication, written communication)5. Managerial communication6. Public Relations7. Time menagement8. Interpersonal communication skills9. Intercultural communication10. Communication barriers and models for solving |
| **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 materialsMichael., Rouse, S. Rouse, Business Communications, Thomson Learning, London, 2002.Fox, R. „Business Communication“, Hrvatska sveučilišna naklada Zagreb, Zagreb,2006. |
| **Quality assurance and performance of the subject** | An anonymous survey among students on the performance of teaching. |