



## ***COURSE SYLLABUS***

### **General information**

Course title:	BUSINESS COMMUNICATION
ISVU course code:	266794
Course instructor:	
Course assistant:	
Study programme and specialization in which the course is taught:	
ECTS credits:	2.0
Semester of the course execution:	1
Exam prerequisites:	none
Course objectives:	To train students to acquire both knowledge and skills desired in business communication, i.e. on individual's communication with stakeholders in internal and external business environment, by learning about communication tools as well as forms and methods of communication in different business settings (crisis settings, intercultural settings, etc.).

### **Course structure**

Teaching mode	Number of contact hours per semester:	Student's requirements per teaching mode
Lectures:	15	
Exercises (auditory, linguistics):	15	
Exercises (laboratory, practical):		
Field work:		
Other:		
TOTAL:	30	

### **Monitoring of students' work and knowledge evaluation during the course**

OUTCOMES		Interim Test	Workshop	Presentatio	Total	Pass	Time frame for the recognition of the outcome
Outcome 1	Determine communication and communicology	14%			14%	7%	By the end of the acad. year
Outcome 2	Recognize and determine external and internal communication types	14%			14%	7%	By the end of the acad. Year
Outcome 3	Describe communication perception process	14%			14%	7%	By the end of the acad. year
Outcome 4	Identify ways of communication during crisis and in	14%			14%	7%	By the end of the acad. year



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	intercultural settings						
Outcome 5	Demonstrate teamwork skills		16%		16%	8%	By the end of the acad. year
Outcome 6	Demonstrate presentation skills.			28%	28%	14%	By the end of the acad. year
Total % grade points		56%	16%	28%	100%	50%	
Share in ECTS		1,68	0,48	0,84	3		

### **Knowledge evaluation on exams**

Exam prerequisites					
OUTCOMES		Written exam	Oral exam	Total	Pass
Outcome 1	Determine communication and communicology	14%		14%	7%
Outcome 2	Recognize and determine external and internal communication types	14%		14%	7%
Outcome 3	Describe communication perception process	14%		14%	7%
Outcome 4	Identify ways of communication during crisis and in intercultural settings	14%		14%	7%
Outcome 5	Demonstrate teamwork skills		16%	16%	8%
Outcome 6	Demonstrate presentation skills.		28%	28%	14%
Total % of grade points		56%	44%	100%	50%
Share in ECTS		1,68	1,32	3	

### **Review of units per week with associated learning outcomes**

Week	Lecture course content and learning outcomes:	Outcome	Exercises course content and learning outcomes:	Outcome
1.	Introduction to communication and communicology	O1	Introduction to communication and communicology	O1
2.	Meaning of business communication	O1	Meaning of business communication	O1
3.	Organization and communication	O2	Organization and communication	O2
4.	External business communication	O2	External business communication	O2
5.	Internal business communication	O2	Internal business communication	O2
6.	Negotiating	O2	Negotiating	O2
7.	Codes in organizations	O3	Codes in organizations	O3
8.	Written, verbal and nonverbal communication	O3	Written, verbal and nonverbal communication	O3
9.	Crisis communication management	I4	Crisis communication management	I4
10.	Public relations	I4	Public relations	I4
11.	Intercultural communication	I4	Intercultural communication	I4
12.	Interim test	O1 – 4	Interim test	O1 – 4
13.	Team communication	O5	Team communication	O5
14.	Teamwork	O5	Teamwork	O5
15.	Interim test – presentation skills	O6	Interim test – presentation skills	O6



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### **References (compulsory / additional)**

#### **Compulsory:**

1. Locker, K. O., Kienzler, D. S.: Business and Administrative Communication, McGraw Hill Irwin, 2013., available at [http://eecanglo.com/Teaching\\_Resources/Business\\_and\\_Administrative\\_Communication.pdf](http://eecanglo.com/Teaching_Resources/Business_and_Administrative_Communication.pdf)
2. Hartley, P., Bruckamann, C. G.: Business Communication, Routledge, 2007., available at <https://ddusbe.wikispaces.com/file/view/Business+communication.pdf>