



- \* Level 1: Tutorial support sessions, materials and exams in this language
- \* Level 2: Tutorial support sessions, materials, exams and seminars in this language
- \* **Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language**

Faculty of Business Economics Academic Year 2020/2021	
1. COURSE BASIC INFORMATION	
<b>COURSE NAME:</b> Business Communication	<b>CODE:</b> 5.01.05.E041
<b>LANGUAGE:</b> english	<b>LEVEL:</b> 3
<b>YEAR:</b> 4 <sup>th</sup>	<b>SEMESTER:</b> 7 <sup>th</sup> <b>ECTS CREDITS:</b> 6
2. LECTURER BASIC INFORMATION:	
<b>NAME:</b> Lordan Iličić <b>e-mail:</b> lordan.ilicic@unvi.edu.ba	<b>LEVEL:</b> 3
<b>LANGUAGE:</b> english	
<b>Course goals:</b>	The main aim of this subject is incapables students for successful communication in domestic and international business environment. Operational aim is to get acquitted students with basic characteristic, principles, shapes and techniques in communication in business environment. Over all, the attention should be dedicated (through exercises), for high quality and successful communication in various business situations
<b>Competencies/learning outcomes</b>	To understand and shape entire process in communication inside company as well as company with environment in order to have effectively communication with in written, verbal and nonverbal communication with all actors in various business cases.
<b>Skills</b>	Write down business letters and other articles about running business. to prepare and successfully deal with presentations in public speech. To organize and help in business negotiations, and be involved in team work
<b>Content description:</b>	<ol style="list-style-type: none"> <li>1. business communications, base and principles</li> <li>2. shapes, sorts in business communication</li> <li>3. functions and purpose in business communication</li> <li>4. aims and strategies in business communication</li> <li>5. the validation in verbal and nonverbal communication</li> <li>6. market communication</li> <li>7. integrated approach in market communication</li> <li>8. crisis communication in a running business</li> <li>9. business correspondence</li> <li>10. ethical principles in business communication</li> </ol>
<b>Teaching methodology</b>	
Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion	
Assessment methodology	
<b>a) Full time students</b>	<b>b) Part-time students</b>
1. Written Test 1 ( the first 50% of the content) .....30 points	1. Written Test 1 ( the first 50% of the content) .....30 points
2. Written Test 2	2. Written Test 2

(other 50% of the content).....30 points	(other 50% of the content).....30 points
3. Lecture and practical classes (attendance and activity).....20 points	3. Case study/Seminar paper.....30 points
4. Practical classes (case study/presentation).....20 points	4. Presentation of activity 3.....5 points
	5. Attendance at one of the lectures.....5 points
<hr/> Total :.....100 points	<hr/> Total :.....100 points

**NOTE:** To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests ) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

**BOOKLIST:**

**Basic:**

1. Guffey, M. E., & Loewy, D. (2012). *Essentials of business communication*. Cengage Learning.
2. Guffey, M. E., & Loewy, D. (2016). *Essentials of business communication*. Nelson Education.

**Recommended reading**

1. Gallo, C. (2006). *10 simple secrets of the world's greatest business communicators*. Sourcebooks, Inc..