

Table 5.2 Specification of Course

Study Program: Material and Energy Flows Management			
Type and level of study: Master Academic Degree			
Name of Course: Business Communication			
Lecturer: Leposava Grubić-Nešić, Danijela Lalić			
Status of Course: elective			
Credits (ECTS): 4			
Preconditions: none			
Aims of of the Course Real-world course for the business world of today and tomorrow. The field's leading text for more than two decades, Business Communication Today continues to provide the cutting-edge coverage that students can count on to prepare them for real business practice.			
Outcomes/Competences of the Course Students are trained to understand theoretical and practical basis of business communication. Students are prepared to apply business communication in practice. The course provides the knowledge about the different case studies.			
Description of the Course Content			
PART I. UNDERSTANDING THE FOUNDATIONS OF BUSINESS COMMUNICATION			
1. Achieving Success through Effective Business Communication			
2. Mastering Team Skills and Interpersonal Communication			
3. Communicating in a World of Diversity			
PART II. APPLYING THE THREE-STEP WRITING PROCESS			
4. Planning Business Messages			
5. Writing Business Messages			
6. Completing Business Messages			
PART III. CRAFTING BRIEF MESSAGES			
7. Electronic Media			
8. Social Media			
9. Visual Media			
10. Writing Routine and Positive Messages			
11. Writing Negative Messages			
12. Writing Persuasive Messages			
PART IV. SUPPORTING MESSAGES WITH QUALITY INFORMATION			
13. Finding, Evaluating, and Processing Information			
PART V. PLANNING, WRITING, AND COMPLETING REPORTS AND PROPOSALS			
14. Planning Reports and Proposals			
15. Writing and Completing Reports and Proposals			
PART VI. DESIGNING AND DELIVERING ORAL AND ONLINE PRESENTATIONS			
16. Developing Oral and Online Presentations			
17. Enhancing Presentations with Slides and Other Visuals			
PART VII. WRITING EMPLOYMENT MESSAGES AND INTERVIEWING FOR JOBS			
18. Building Careers and Writing Résumés			
19. Applying and Interviewing for Employment			
Required Readings			
1. Business communication, M. Lehman, D. Dufrene; Cengage Learning, 2010.			
Lessons			Other hours
Theory: 30	Practice:30	Other:	
Teaching Methods Lectures and students group work			
Grade (maximal number of points: 100)			
Pre-exam duties	Points	Final exam	Points
Activity during the lectures	10	Oral exam	30
Test I and Test II	40		
Seminar paper	20		