

| COURSE TITLE   |  | Communication Skills I             |   |         |                |            |  |
|--|--|------------------------------------|---|---------|----------------|------------|--|
| Course code  | SKS042   | Year of study                      |   | 2.      |                |            |  |
| Lecturer(s)  | Silvana Tokić, PhD, tenured college professor  | ECTS (Number of credits allocated) |   | 2       |                |            |  |
| Associates   | /  | Total lesson hours per semester    | Lecture   | Seminar | Practical      | Laboratory |  |
|  |  |                                    |   | 30      |                |            |  |
| Course status  | Core   | Percentage share of e-learning     |   | 25%     |                |            |  |
| COURSE DESCRIPTION   |  |                                    |   |         |                |            |  |
| Course Objectives  | <ul style="list-style-type: none"><li>To acquaint students with basic theoretical and practical knowledge related to communication competence through general and business communication in English.</li></ul>   |                                    |   |         |                |            |  |
| Course enrolment requirements and entry competencies required for the course | /  |                                    |   |         |                |            |  |
| Learning outcomes  | <ol style="list-style-type: none"><li>Describe the basic concepts related to communication skills</li><li>Apply communication skills in oral and written correspondence</li><li>Distinguish the cultural specificities of communication</li><li>Apply the acquired knowledge through the preparation and presentation of a given topic</li><li>Acquire active listening skills</li><li>Demonstrate the ability to debate argumentatively on a given topic</li></ol>  |                                    |   |         |                |            |  |
| On successful completion of this course, student should be able to:          |  |                                    |   |         |                |            |  |
| Course content   | Introduction into the course. Basic communication theory. Team building: Marshmallow challenge. What is Communication? Communicative competence. Communication and Perception. Communication skills. Types of communication. The Elevator Speech. Listening effectively. Good and bad communicators. Asking the right questions. Relationship building. Practical skills. Public speaking. Impromptu speech. Acknowledgement of different opinion, acceptance of diversity. Communication breakdown. Prepared debate. What have we learnt? |                                    |   |         |                |            |  |
| Types of teaching:   | <input type="checkbox"/> lecture<br><input checked="" type="checkbox"/> seminars and workshop<br><input checked="" type="checkbox"/> practical<br><input checked="" type="checkbox"/> combined e-learning<br><input type="checkbox"/> field research   |                                    | <input checked="" type="checkbox"/> self-study<br><input checked="" type="checkbox"/> multimedia<br><input type="checkbox"/> laboratory<br><input type="checkbox"/> mentoring work<br><input type="checkbox"/> (others) |         |                |            |  |
| Student obligations  | Attending at least 70% of lectures and practical exercises (for part-time students: 50% attendance).<br>Self-study (portfolio of works and presentation).  |                                    |   |         |                |            |  |
| Monitoring student   | Class attendance   | 1                                  | Research  |         | Practical work |            |  |

|  |  |      |   |                          |                          |      |
|--|--|------|---|--------------------------|--------------------------|------|
| work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course): | Experimental work  |      | Report                                      |                          | Portfolio of works       | 0,35 |
|  | Essay  |      | Seminar                                     |                          | (others)                 |      |
|  | Self-study   | 0,35 | Workshop                                    |                          | (others)                 |      |
|  | Project  |      | Office hours, mid-term exams and final exam | 0,3                      | (others)                 |      |
| Assessment and evaluation of student work during classes and at the final exam   | CONTINUOUS ASSESSMENT  |      |   |                          |                          |      |
|  | Continuous testing indicators  |      |   | Performance<br>$A_i$ (%) | Grade ratio<br>$k_i$ (%) |      |
|  | Class attendance and participation   |      |   | 70-100                   | 10                       |      |
|  | Portfolio of works   |      |   | 50-100                   | 30                       |      |
|  | First mid-term exam  |      |   | 50-100                   | 30                       |      |
|  | Second mid-term exam   |      |   | 50-100                   | 30                       |      |
|  |  |      |   |                          |                          |      |
|  |  |      |   |                          |                          |      |
|  |  |      |   |                          |                          |      |
|  |  |      |   |                          |                          |      |
|  | <p>The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:</p> $Grade(\%) = \sum_{i=1}^N k_i A_i$ <p><math>k_i</math> - weighting factor for each activity,<br/> <math>A_i</math> - success in percentage achieved for a particular activity,<br/> <math>N</math> - total number of activities.</p> |      |   |                          |                          |      |
|  | PERFORMANCE AND GRADE  |      |   |                          |                          |      |

|   | Percentage  | Criteria                                    | Grade           |
|---|---|---|-----------------|
|   | 50 % - 62,4 %   | basic criteria met                          | sufficient (2)  |
|   | 62,5 % - 74,9 %   | average performance with some errors        | good (3)        |
|   | 75 % - 87,4 %   | above average performance with minor errors | very good (4)   |
|   | 87,5 % - 100 %  | outstanding performance                     | outstanding (5) |
| Required reading  | 1. Tokić, Silvana (2021) <i>Readings for a Course in Communication Skills</i> , e- reader<br>Teaching materials available on MOODLE   |   |                 |
| Optional reading  | 1. Cotton, D. Falvey, D., Kent, S. (2010) <i>Market Leader Intermediate</i> , (case studies and skills sections) third edition, Longman, Pearson Education Limited<br>2. Coates, Gordon (2009), <i>Notes on Communication</i> . Wanterfall Online.<br>3. Hofstede, Geert, Hofstede, G. J., Minkov, M. (2010) <i>Cultures and Organizations: Software of the Mind: intercultural cooperation and its importance for survival</i> , 3rd ed., Mc Graw-Hill, USA<br>4. Gesteland, Richard, (2012) <i>Cross-Cultural Business Behaviour: A guide for global management</i> , Copenhagen Business School Press. Copenhagen.<br>5. Schein, Edgar, H. (2010) <i>Organizational Culture and Leadership</i> , Jossey-Bass. San Francisco. |   |                 |
| Quality monitoring to ensure the acquisition of established learning outcomes | <ul style="list-style-type: none"> <li>Records of class attendance and success in performing student obligations</li> <li>Updating detailed course curricula</li> <li>Supervision of teaching activities</li> <li>Continuous quality control of all parameters of the teaching process in accordance with the Action Plans</li> <li>Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement).</li> </ul>   |   |                 |
| Other information   | Detailed course curricula, found on the MOODLE learning platform are accessed by all students and teachers of the University Department. For the purpose of providing information to the general public, shortened versions of course curricula (in Croatian and in English) are accessible on the website of the University Department.  |   |                 |