

# Course syllabus

## Business Communication



## COURSE DETAILS

<b><i>Type of study programme</i></b>	Specialist graduate professional study programme - 120 ECTS	
<b><i>Study programme</i></b>	Electrical Engineering	
<b><i>Course title</i></b>	Business Communication	
<b><i>Course code</i></b>	DET001	
<b><i>ECTS (Number of credits allocated)</i></b>	5	
<b><i>Course status</i></b>	Core	
<b><i>Year of study</i></b>	First	
<b><i>Course Web site</i></b>	<a href="http://moodle.oss.unist.hr/">http://moodle.oss.unist.hr/</a>	
<b><i>Total lesson hours per semester</i></b>	Lectures	15
	Seminars	15
	Practicals	15
<b><i>Prerequisite(s)</i></b>	B2 level in English	
<b><i>Lecturer(s)</i></b>	Ivana Čizmić, senior lecturer Katarina Blažević Miše	

COURSE DESCRIPTION	
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>Acquiring knowledge and skills related to verbal and non-verbal communication. Applying principles and strategies of business communication in everyday practice. Developing knowledge and skills for building relationships and doing business with people successfully, establishing efficient written communication in Croatian and English.</li> </ul>
<b>Learning outcomes</b>  <b>On successful completion of this course, student should be able to:</b>	<ol style="list-style-type: none"> <li>define basic concepts and principles in the area of business communication</li> <li>describe how to apply principles and positive regulations of business communication</li> <li>write standardized letters, memos, reports</li> <li>choose standardized letters, memos, reports</li> <li>write CV and cover letter</li> <li>write a summary of a chosen professional/scientific paper</li> </ol>
<b>Course content</b>	<p>Basic concepts of communication. Forms, culture and ethics of business communication. Teamwork: delegating tasks, monitoring and teamwork verification. Relationship with co-workers. Chairing a meeting. Reporting on taken and completed duties along with the realization dynamics. Negotiating and interviewing. Presentation related communication: preparation, writing and delivery of presentations and public speeches. Presentation methods and techniques. Written business communication – business letter, letter of intent, cover letter, written notification and memorandum. Technical aids in communication. Communication technologies usage. Multimedia in communication. Electronic communication: e-mail, fax, web, chat. European curriculum vitae format.</p> <p><b>Note:</b> The course is instructed in English (15 lecture hours) and Croatian (15 seminar hours and 15 hours of practicals). In order to pass the Croatian part of the course, students have to acquire the subject matter taught during teacher's office hours.</p>

### CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
Lectures in English	15 hours / 0.5 ECTS	1,5,6
Seminars and practicals in Croatian	30 hours / 1.0 ECTS	1,2,3,4
Seminar paper in English	18 hours / 0.6 ECTS	6

Written communication – CV and cover letter	12 hours / 0.4 ECTS	5
Written communication in Croatian	12 hours / 0.4 ECTS	3
Mid-term exams (preparation and delivery)	15 hours / 0.5 ECTS	1,2,3,4
Self-study	30 hours / 1.0 ECTS	1,2,3,4,5,6
Office hours and final exam	18 hours / 0.6 ECTS	1,2,3,4,5,6
<b>TOTAL:</b>	<b>150 hours / 5 ECTS</b>	<b>1,2,3,4,5,6</b>

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Class attendance and participation</i>	<b>70-100</b>	<b>10</b>
<i>Written communication in Croatian</i>	<b>50-100</b>	<b>20</b>
<i>Seminar paper in English</i>	<b>50-100</b>	<b>10</b>
<i>First mid-term exam in Croatian</i>	<b>50-100</b>	<b>40</b>
<i>Second mid-term exam in English</i>	<b>50-100</b>	<b>20</b>

FINAL ASSESSMENT		
Indicators checks - final exam (first and second examination date)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Theoretical exam (written)</i>	50 - 100	50
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	50
Indicators checks - final exam (third and fourth examination date)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Theoretical exam (written)</i>	50 - 100	50
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	50

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 62,4%	<i>basic criteria met</i>	<i>sufficient (2)</i>
62,5% - 74,9%	<i>average performance with some errors</i>	<i>good (3)</i>
75% - 87,4%	<i>above average performance with minor errors</i>	<i>very good (4)</i>
87,5% - 100%	<i>outstanding performance</i>	<i>outstanding (5)</i>

## **ADDITIONAL INFORMATION**

- knowledge of general English language at B2 level is needed
- at least 70% attendance for full-time students and 50% for part-time students is required.