



# UNIVERSITY OF NIŠ

**Course Unit Descriptor**

**Faculty**

Faculty of Mechanical Engineering

## GENERAL INFORMATION

Study Program	<b>Engineering Management</b>
Study Module (if applicable)	-
Course Title	Modern business communication
Level of Study	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master's <input type="checkbox"/> Doctoral
Type of Course	<input checked="" type="checkbox"/> Obligatory <input type="checkbox"/> Elective
Semester	<input checked="" type="checkbox"/> Autumn <input type="checkbox"/> Spring
Year of Study	II
Number of ECTS Allocated	8
Name of Lecturer/Lecturers	Miloš D. Milovančević
Teaching Mode	<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Group tutorials <input type="checkbox"/> Individual tutorials <input checked="" type="checkbox"/> Laboratory work <input checked="" type="checkbox"/> Project work <input checked="" type="checkbox"/> Seminar <input type="checkbox"/> Distance learning <input type="checkbox"/> Blended learning <input type="checkbox"/> Other

## Purpose and Overview (max. 5 sentences)

Students should clearly identify the forms of communication, especially interpersonal specificity communication. An important outcome of the case relates to mastering the skills of verbal and non-verbal communication. In verbal communication, the emphasis is on developing rhetorical skills, as orally business communication dominates business written statements. Students should learn the fear of public performance and other problems in the process of mastering communication.

## Syllabus (brief outline and summary of topics, max. 10 sentences)

The development of the theory of communication. Models and types of communication. Identifying and overcoming challenges and barriers to communication. Preparation for business communication. Creating a good impression. Communication „face to face“. Preliminary, main and final phase of the business conversation. The system of marketing communications. Developing a marketing communications strategy. Skills of listening and reacting. Communication with different types of people. Solving the conflict. Gaining trust. Involving people in dialog. Presentation skills. Negotiation skills. Written communication (letter, CV, reports, proposals ...). E-communication. Nonverbal communication: posture and attitude, look, handling, speech face and body, professional images and dress code. Intercultural communication. Communication with consumers - consumer marketing.

## Language of Instruction

- Serbian (complete course)       English (complete course)       Other \_\_\_\_\_ (complete course)  
 Serbian with English mentoring       Serbian with other mentoring \_\_\_\_\_

## Assessment Methods and Criteria

<b>Pre exam Duties</b>	<b>Points</b>	<b>Final Exam</b>	<b>Points</b>
<b>Activity During Lectures</b>	<b>5</b>	<b>Written Examination</b>	<b>50</b>
<b>Practical Teaching</b>	<b>10</b>	<b>Oral Examination</b>	<b>Max. 35 (depending on Teaching Colloquia)</b>
<b>Teaching Colloquia</b>	<b>35</b>	<b>Overall Sum</b>	<b>100</b>

**\*Final examination mark is formed in accordance with the Institutional documents**