

FORM: Syllabus
Course description

General information		
Course Holder	Linda Martić Kuran, senior lecturer	
Course title	Business communication	
Study programme	Commercial Business with Entrepreneurship	
Course status	Mandatory	
Year	3	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (L+P+S)	30+15+15

1. COURSE DESCRIPTION		
1.1. Course objectives		
The student acquires basic theoretical and practical knowledge in successful communication in the business environment.		
1.2. Terms for enrollment		
Prescribed by the Statute of the Polytechnic Marko Marulić in Knin.		
1.3. Expected learning outcomes related to the course		
After passing the exam, it is expected that the student will be able to:		
<ol style="list-style-type: none"> 1. demonstrate and apply the understanding of the basics of business communication in the business environment. 2. show competences in oral and interpersonal communication, including one at a time, small group communication and public presentation. 3. show an understanding of the basics of intercultural communication. 4. show an understanding of the legal and ethical issues in business communication. 5. use business communication technologies. 6. create different forms of written and oral communication in business. 7. assess how to approach a crisis in a crisis situation. 8. manage complex communication processes in internal and external business communication. 		
1.4. Course content		
<ol style="list-style-type: none"> 1. The concept of communication. Success in communication. 2. Organization and leadership of the organization as a starting point in business communication. Strategic aspects of communication. 3. Psychological factors in business communication. Culture and communication. 4. Communicating in Crisis situations. 5. Verbal Communication. Nonverbal communication. Written business communication. 6. Oral and visual presentations. Other forms of communication. 7. Meetings and business negotiation. Strategic communication in the corporation 		
1.5. Forms of class conducting	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> practice <input type="checkbox"/> e-learning <input checked="" type="checkbox"/> field learning	<input checked="" type="checkbox"/> independent work <input checked="" type="checkbox"/> multimedia and the network <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> mentor work <input type="checkbox"/> other
1.6. Comments		

1.7. Student obligations Regular attendance of lectures and practice, tasks, colloquiums, exam preparation, exams							
Students are obligatory to attend lectures and exercises at least 50% (for not mandatory students) or 70% (for mandatory students). Besides the attendance of classes, active participation in the teaching also presupposes the group tasks presentations, participation in practical exercises and discussions, and the preparation of homework assignments.							
1.8. Student evaluation method ¹							
Attendance		Class activity	1,2	Seminar paper	1,2	Experimental work	
Written exam	1,8	Oral exam		Essay		Research	
Project				Report		Practical work	
Portfolio			1,8				
1.9. Evaluation of the students' work during classes and in the final exam							
The student is required to pass two knowledge tests (colloquia) from the content of lectures and exercises. The condition for joining the second colloquium is the positively assessed first colloquium. Each colloquy needs to answer exactly 50% of the questions. (1) 0 - 49%, sufficient (2) 50 - 62%, good (3) 63 - 75%, very good (4) 76 - 88% , excellent (5) 89 - 100%. Total achieved points in two quarters are recognized as points achieved on the final written exam. Students who successfully solve both classes through teaching activities, submit a project work (group or individual, if desired) and present oral work, the exam is deemed to be passed and a grade will be offered in the course. If a student does not meet the qualifications, he or she is required to take the final exam in writing. If a student achieved a total score between two positive grades (eg between 2 and 3), attending classes 80% and above and participating in teaching activities, the higher grade will be concluded. Students attending classes less than 80% for higher grades may be eligible if they wish. Students who want a higher overall rating need to re-enter the final exam in writing							
1.10. Compulsory reading (at the time of application of the study program proposal)							
1. Martić Kuran, L., Jelić, P. (2014): Poslovno komuniciranje, Veleučilište Marko Marulić, Knin							
2. Teaching material from the lectures (independently formatted / prepared business cases and tasks by teacher)							
1.11. Additional reading (at the time of application of the study program proposal)							
2. Potter, R.L. (2007). Komunikacijski plan - srž strateških komunikacija. <u>Print - stručna biblioteka HUOJ-a</u> , Zagreb.							
3. Sučević, D. (2016). KRIZNI MENADŽMENT: vodič kroz planiranje, prevenciju i oporavak s primjerima iz prakse. <u>VISOKO UČILIŠTE EFFECTUS, Hrvatska</u> .							
4. Cohen, S. (2014). Vještine pregovaranja za menadžere, Mate, Zagreb.							
5. Weissman (2006). Presentacijom do uspjeha. Mate, Zagreb.							
6. Bovee, C.L. i Thill J.V. (2012). Suvremena poslovna komunikacija, Mate d.o.o, Zagreb.							
7. Bovee (2013). Suvremena poslovna komunikacija. Mate, Zagreb.							
8. Bezić (2003). Pisane poslovne komunikacije. Veleučilište u Splitu, Split.							
9. Seidel (2018). Pregovaranjem do uspjeha – ključne strategije i vještine. Mate, Zagreb.							
10. Ožanić (2009). Poslovna pisma ili kako napisati poslovno pismo koje će postići ono što želite. Tehnološki park Zagreb, Zagreb.							
11. Bedeković, V. (2010). Interkulturalni aspekti menadžmenta. Visoka škola za menadžment u turizmu i informatici u Virovitici, Virovitica.							
12. Vakanjac, N. (2005). U središtu pažnje : priručnik o vještini prezentiranja. SMART - Udruga za razvoj civilnog društva, Rijeka							
1.12. Number of copies of the compulsory reading units compared to the number of students currently attending the course							
Title		Number of copies		Number of students			
Martić Kuran, L., Jelić, P. (2014): Poslovno komuniciranje, Veleučilište Marko Marulić, Knin				Moodle	34		
Potter, R.L. (2007). Komunikacijski plan - srž strateških komunikacija. <u>HUOJ-a</u> , Zagreb.				Library	34		
Sučević, D. (2016). KRIZNI MENADŽMENT: vodič kroz planiranje, prevenciju i oporavak s primjerima iz prakse. <u>VISOKO UČILIŠTE EFFECTUS, Hrvatska</u>				Library	34		
Cohen, S. (2014). Vještine pregovaranja za menadžere, Mate, Zagreb.				Library	34		

¹IMPORTANT: Each Student Evaluation Method should be followed by a corresponding share in the ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the subject. You can use blank fields for additional activities.

Weissman (2006). Presentacijom do uspjeha. Mate, Zagreb.	Library	34
Bovee, C.L. i Thill J.V. (2012). Suvremena poslovna komunikacija, Mate d.o.o, Zagreb.	Library	34
Bovee (2013). Suvremena poslovna komunikacija. Mate, Zagreb.	Library	34
Bezić (2003). Pisane poslovne komunikacije. Veleučilište u Splitu, Split.	Library	34
Seidel (2018). Pregovaranjem do uspjeha – ključne strategije i vještine. Mate, Zagreb.	Library	34
Ožanić (2009). Poslovna pisma ili kako napisati poslovno pismo koje će postići ono što želite. Tehnološki park Zagreb, Zagreb.	Library	34
Bedeković, V. (2010). Interkulturalni aspekti menadžmenta. Visoka škola za menadžment u turizmu i informatici u Virovitici, Virovitica.	Teacher office	34
Vakanjac, N. (2005). U središtu pažnje : priručnik o vještini prezentiranja. SMART - Udruga za razvoj civilnog društva, Rijeka	Teacher office	34
1.13. Quality assurance methods that ensure the acquisition of knowledge, skills and competencies		
Continued monitoring of students' progress during lectures and exercises. During the course, students are introduced to potential issues related to subject matter, and their creativity and independent work are encouraged. Continuing the implementation of the exam or exam examines the success of the students. At the end of the semester, the evaluation of the teachers and the course by students (student surveys) is carried out. Teacher feedback is used to improve the quality of teaching. Information on the learning outcomes achieved is used to draw self-evaluation of the teacher and, if necessary, to modify and / or amend the study program of subjects, methods of work and assessment of students.		