

Course title: BUSINESS COMMUNICATION

Lecturers	Full Prof. Goran Bubaš, Ph.D. Full Prof. Violeta Vidaček-Hainš, Ph.D. Antonela Čižmešija, M.Inf. Ana Kutnjak, M.Econ. Assoc. Prof. Dijana Plantak Vukovac, Ph. D.
Language of instruction	Croatian and English
Study level	Bachelor
Study programme	Information and Business Systems
Semester	1 st (winter)
ECTS	3
Goal	Acquisition of general facts needed for more successful interpersonal communication in a business environment, as well as for efficient design of messages in public speaking, written communication, and information presentation. Acquisition of required knowledge and skills in important areas of applied business communication: presentations, sales communication, negotiation, meetings, interviewing, intercultural communication, electronic communication etc. Acquiring higher levels of competence for various types of communication activities in academic and business environment.
General and specific learning outcomes	<ol style="list-style-type: none"> 1. Develop a plan of a presentation with regards to the available time and target audience. 2. Organize the content of a presentation in accordance with the concept, main points and academic argumentation. 3. Use information and communications technological tools to creatively design a presentation. 4. Participate in organizing the division of tasks and responsibilities among team members and assume responsibility for solving allocated tasks within the team. 5. Present solutions of the assigned tasks to other team members, participate in a discussion on a common solution and make self-critical assessment of their own contribution. 6. Be familiar with factors of communicative competence (knowledge, motivation, communication skills, contextual adjustment, etc.) in face-to-face communication and communication mediated by electronic/digital technologies. 7. Apply knowledge and skills related to communication skills, sales, negotiating, interviewing, team work, etc., for problem solving. 8. Choose and appropriate medium (tool/application) for electronic business communication and appropriately formulate the goals, content and way of communication. 9. Promote ethics in communication behavior in business as well as correct relationships toward business associates. 10. Develop techniques of constructive discussion and argumentation aimed at planning and performance of business activities during individual and group communication.

<p>Content</p>	<p>1. Levels of analysis in business communication and models of the communication process (2 + 2 hours)</p> <p>Fields of business communication and factors of competence in business communication. Levels of communication phenomena (intrapersonal, interpersonal, intragroup, intergroup and mass communication). Models of the communication process.</p> <p>2. Verbal and non-verbal communication (2 + 2 hours)</p> <p>Factors of adequacy in business verbal communication. Rhetoric in verbal communication. Types and function of non-verbal messages. Non-verbal messages in business communication.</p> <p>3. Interpersonal communication competence (2 + 2 hours)</p> <p>Dimensions of interpersonal communication competence. Implementation of a model of interpersonal communication competence in business communication. Skills related to the dimension communication efficiency: interaction initiation, assertiveness, interaction management, adaptability. Skills related to the dimension orientation to others: empathy, support, self-disclosure, cooperation.</p> <p>4. Business communication skills (2 + 2 hours)</p> <p>Importance and methods of practicing business communication skills. Active listening. Persuasion. Self- presentation. Feedback. Conflict management.</p> <p>5. Elements of efficient presentational communication (2 + 4 hours)</p> <p>Definition and general goals of presentation. Possible situations for the implementation of presentation. Tasks of the presenter in each individual phase of the presentation: opening of the presentation, central part or the presentation of the topic, conclusion of the presentation. Appropriate structures of business presentation for different purposes. Types of presentation in relation to duration and elaborateness of preparation.</p> <p>6. Preparation and implementation of presentations (2 + 4 hours)</p> <p>Organization of preparation. Audience research. Principles of content preparation and methods for arranging presentation content. Content visualization. Types and methods of use of presentation media. Establishing the presenter's credibility. Attracting the attention of the audience. Additional techniques for the improvement of presentation effects.</p> <p>7. Sales communication (4 + 2 hours)</p> <p>Characteristics of a salesman which have impact on sales efficiency. Preparation of sales communication. Phases of sales communication. Types of customer approach. Assessment of customer/client needs. Information and presentation of product/service. Techniques of response to questions and complaints. Conclusion of sales communication. After-sales activities.</p> <p>8. Negotiation (4 + 2 hours)</p> <p>Definition of negotiation and negotiation situations. Characteristics of successful negotiators. Preparation of negotiation. Negotiation strategies. Tactics and techniques for initial, central and final phases of negotiation. Non-ethical techniques/tactics in negotiation.</p> <p>9. Business meetings (2 + 2 hours)</p>
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Exercises	<p>In the course of the seminars, the students practice various skills and techniques from the field of business communication. Also, they are introduced to the practical principles of efficient communication for various business needs. The following methods are used: self-assessment tests, quizzes and questionnaires, check-lists for the improvement of personal communication behavior in different areas, analysis of video-recordings of communication behavior, preparation and delivery of public speeches and presentations, role playing, creation and evaluation of written documents, design of multimedia documents, polls and interviews implementation, participation in web forum and use of learning management systems (Moodle).</p>
Realization and examination	<p>Classes: lectures, seminars</p> <p>Examination: written and oral examination, work on seminars, midterm exams</p>
Related courses	<ol style="list-style-type: none"> 1. Public Speaking, Metropolitan State University, MN, USA, https://www.metrostate.edu/academics/courses/comm-103 2. Business Communication, University of California, Berkeley, Haas School of Business, http://www.haas.berkeley.edu 3. Management Communication for Undergraduates, MIT Sloan Undergraduate Program in Management Science, http://mitsloan.mit.edu/
Literature	<p>Basic:</p>

Adler, R.B., Elmhorst, J.M., Lucas (2013). "Communicating at Work: Strategies for Success in Business and the Professions", 11th Edition. New York, NY, U.S.A.: McGraw Hill.

Additional:

Morreale, S.P., Spitzberg, B.H., Barge, J.K. (2006): "Human Communication: Motivation, Knowledge, and Skills", 2nd Edition. Belmont, CA, U.S.A.: Wadsworth/Thomson Learning.