

Study program: Road Traffic Engineering			
Course title: Business Communication			
Professor/assistant: Miroљub M. Banković			
Type of course: Compulsory			
ECTS credits: 4			
Prerequisites: None			
Aims of the course: Introduction to the concept of communication, its forms and styles and the importance of communication in business; mastering the basics of electronic communication and the concept of e-business development.			
Learning outcomes: The competence for good business communication. The ability of the participants to adapt in the communication process. The impact of communication on the performance of a company and other systems. The ability to better understand related disciplines.			
Syllabus:			
<i>Theoretical Classes</i>			
<ol style="list-style-type: none"> 1. Communication – its term and importance (the role of communication in business, the purpose of communication, the process of communication, the forms and contexts of communication, the theoretical basis of communication – the basis of theory of information); 2. Organization and communication (formal communication in different types of organizations, forms of communication in organization, the mechanisms of integration); 3. Horizontal and vertical communication (information links between processes and levels of management); 4. Communication strategy (message, communicator, audience and channel strategy); 5. Written communication (preparation of written communication, macroaspects and microaspects of writing, strategies for writing successful letters); 6. Oral and visual communication (planning and preparation of a presentation, meetings and negotiations); 7. Strategic communication in the business system (leadership and power in communication, public relations and competitive advantage); 8. IT support for business communication. 			
<i>Practical Classes:</i> Auditory classes			
Literature:			
<ol style="list-style-type: none"> 1. Carol M. Lehman, Debbie DuFrene – Poslovna komunikacija, Data Status, Beograd, 2012. 2. Cvetkovski T., Cvetkovska-Ocokoljić V.: Poslovna komunikacija u savremenim uslovima poslovanja, Megatrend univerzitet, Beograd, 2007. 3. Banjanin M.: Komunikacioni dizajn poslovne korespondencije, Megatrend univerzitet, Beograd, 2002. 			
Number of active classes: 60		Lectures: 30	Practical classes: 30
Teaching methods: Lectures and practical classes			
Grading system (maximum 100 points)			
grading scale from 5 to 10: below 51 points – student fails the exam, grade 6 from 51- 60 points, grade 7 from 61- 70 points, grade 8 from 71-80 points, grade 9 from 81-90 points, grade 10 from 91- 100 points.			
Pre-exam obligations:	Points:	Final exam:	Points:
Activity during theoretical lectures	max 5	Written exam	60
Practical training	max 5		
Written test(s)	max 30		
Minimum requirement for the final exam	30		