

### DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	<b>Business Communication</b>				
<b>Head of course</b>	<b>MSc Robert Strahinja, Lecturer</b>				
<b>Study programme</b>	<b>Professional undergraduate study Sustainable Agritourism</b>				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	2.	<b>Semester</b>	III	<b>ECTS credits</b>	4
<b>Teaching plan (L + E + S+ Pr)</b>	2+1+0+0				
<b>Goals of a course</b>					
With the help of various forms, techniques and types of communication, bring the business entity to the level of successful communication in the business environment.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 8: Substantiate the selected sales skills and manners of managing the supply chain, procurement and sales process.					
Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders.					
Outcome 14: Design and present tourism and catering offer in rural tourism.					
<b>Expected learning outcomes on a level of a course</b>					
1. Define the basic concepts that relate to the theoretical basics of business communication.					
2. Independently present professional contents.					
3. Apply business communication techniques and skills to familiarize clients with your offer.					
4. Communicate with other business entities and different cultures.					
5. Substantiate own opinion about the problems analysed in specific business situations					
<b>Content of a course</b>					
An overview of ways and rules of media communication. An overview of basics of research methodology and written communication. Application of the business Croatian language in business communication. Analysis of sentence style, emphasis of the message, clarity, brevity, design and the efficiency of message. Studying about orthographic and grammatical norm; application. Types and models of communication. Public speaking and way of communicating: verbal and non-verbal communication; team and interpersonal communication. Creating marketing materials; basic characteristics.					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Comments</b>					
<b>Students' obligations</b>					
<b>Grading, evaluation and monitoring of students' work continuously during lectures and exams</b>					
Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.					

**Continuous check-up:**

Outcomes	Pre-exam I	Pre-exam 2	Assignment (teamwork)	Presentation with a written check	Threshold	Max
Outcome 1	14 %	/	4 %	2 %	10 %	20 %
Outcome 2	14 %	/	4 %	2 %	10 %	20 %
Outcome 3	7 %	7 %	4 %	2 %	10 %	20 %
Outcome 4	/	14 %	4 %	2 %	10 %	20 %
Outcome 5	/	14 %	4 %	2 %	10 %	20 %
Percentage of ECTS	1,4	1,4	0,8	0,4	-	-
Total	35 %	35 %	20 %	10 %	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

**Exam term:**

Outcomes	Written exam	Oral exam	Max
Outcome 1	17 %	3 %	20 %
Outcome 2	17 %	3 %	20 %
Outcome 3	17 %	3 %	20 %
Outcome 4	17 %	3 %	20 %
Outcome 5	17 %	3 %	20 %
Percentage of ECTS	3,4	0,6	
Total	85 %	15 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

**Grading:**

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

**Obligatory literature**

1. Lončarić, D.: "Poslovno komuniciranje"; Veleučilište u Rijeci, Rijeka, 2010.

**Additional literature**

1. Kliment, A.: Poslovne komunikacije, Školska knjiga, Zagreb, 1993.
2. Fox, R.: Poslovna komunikacija, Hrvatska sveučilišna naklada, Pučko otvoreno učilište – Zagreb, Zagreb, 2006.
3. Rouse, M.J., Rouse, S.: Poslovne komunikacije: kulturološki i strateški pristup, Masmedia, Zagreb, 2005.

