Study program: Information Technology	
Course title: BUSINESS COMMUNICATION SKILLS	
Teacher(s): Milica M. Stojković, Nebojša Lj. Stanković	
Course status: mandatory	
Number of ECTS credits: 6	
Prerequisite courses: none	

Course objectives

Developing knowledge and skills in interpersonal affairs and digital communication; developing skills to work effectively with important digital applications and infrastructure in a modern business environment; training future engineers to successfully communicate in a business environment with different people, in different environments and using different tools; training for planning, monitoring and managing the communication process.

Learning outcomes

Upon successful completion of the course, the student will be able to: express themselves clearly using various forms of verbal/nonverbal communication; develops the basic business communication skills they will use throughout their professional career; has experience in various forms of business communication (letters, conversations, presentations); uses a variety of digital tools to develop and implement content tailored to digital communication and interaction in a professional setting.

Content of the course

Theoretical teaching: General communication skills and digital skills in a business environment

General model of communication process and components, types of communication. Verbal communication: oral expression, group introduction, listening, conversation. Verbal written communication: the skill of written expression. Non-verbal communication. Assertive communication skills. Communication in a group and in a team, with different business partners, and in different environments. Impediments, conflicts and communication difficulties. Business presentation; Business conversation. Business correspondence. Business communication within an online environment.

Creating and sharing digital content. Efficient use of digital infrastructure and applications relevant to business communication (online and offline word processor; data visualization; online tools for business interaction; digital image processing and graphic programming language in terms of digital content creation; search engines, e-mail, social media applications). Respect for the privacy of digital communication participants and copyright.

Practical teaching

Active listening skills; group speaking exercises; team communication planning and practice; preparing, designing and simulating business conversations; preparing business presentations and formulating business speeches for different target audiences; job application and contact letter, CV, motivational letter; demonstration of applications, production of business drawings and charts; creation of dynamic presentations; downloading, storing and sharing digital content on the web.

Literature

[1] Guffey, M. E., Loewy, D. (2016). *Essentials of Business Communication*. Cengage Learning. https://www.cag.edu.tr/uploads/site/lecturer-files/mary-guffey-essentials-of-business-communication-2016-yzss.pdf

[2] LAW, N., Woo, D., Torre, J., Wong, G. (2018). *A global framework of reference on digital literacy skills for indicator 4.4. 2*, Unesco Institute for Statistics. https://uis.unesco.org/sites/default/files/documents/ip51-global-framework-reference-digital-literacy-skills-2018-en.pdf

[3] Helmers A. S. (2013). *Microsoft Visio 2013 Step By Step.* Microsoft Press Book. https://ptgmedia.pearsoncmg.com/images/9780735669468/samplepages/9780735669468.pdf

[4] Trust, T. (2022). *Online Tools for Teaching and Learning*. EdTech Books. https://edtechbooks.org/onlinetools

[5] Petrović, D. S. (2019). *Umešnost komuniciranja*. Beograd: Klio. ISBN 978-86-7102-609-3

[6] Bjekić, D. (2009). *Komunikologija: osnove pedagoškog i poslovnog komuniciranja*. Čačak: Tehnički fakultet. ISBN 978-86-7776-080-9

[7] Marković, M. (2003). *Poslovna komunikacija*. Beograd: Klio.

[8] Bovi, K. L., Til. Dž. V. (2016). *Savremena poslovna komunikacija*. MATE D.O.O, Beograd. https://fliphtml5.com/bxuw/wjls/basic/

Number of active teaching classes: 4	**Theoretical teaching: 2**	**Practical teaching: 2**

Teaching methods

Implementation of lectures and exercises according to the model of interactive teaching. Teaching methods: methods of working the text, methods of verbal monologue, methods of discussion, workshops, role-playing, teaching by project, methods of practical activities. Teaching supported by the e-learning platform and, where necessary, in computer classrooms, equipped with appropriate hardware and software.

Evaluation of knowledge (maximum number of points 100)

Pre-exam obligations	Points	Final exam	Points
Activities during teaching process	20	Final exam (knowledge test):	30
Homework and project assignments	50		