Course title: **Communication models**
Course code: 24041
ECTS credits: 5
Requirements:None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 3
Trimester: 7
Goal: Acquiring theoretical and practical knowledge of communication models through an introduction to neuro-linguistic programming (NLP) which contains techniques and methods for efficient and successful communication in business. Enabling students to apply their professional knowledge through efficient and effective communication, contribute to the success of the organization in which they work and lay the foundations for achieving higher levels of self-realization and the well-being of a society.
Outcome: Upon completion of this course, students will be able to: apply and consciously use communication models in everyday business environment; enter communication processes more consciously and responsibly; recognize, select and use adequate communication models in the function of maintaining quality relations and realization of business goals; adapt more easily to change, create change and establish a relationship of respect, understanding and well-being for all involved in the communication relationship. They will develop abilities and skills of efficient communication with others as a basis for achieving top business relationships, successful management of personal and business connections and relationships.
Contents of the course
Theoretical instruction
1. Introduction to NLP communication models: Concept, origin and development of NLP communication models; The importance of NLP communication models in the business environment; Basis of communication models - map and perceptual filters; Stages of communication skills development. Axioms of NLP communication models; Ecology of communication models.
2. The process of communication models: How do we communicate ?; Sharpness of senses and power of perception; Perceptual representative systems and access to information; The process of recognizing the meaning of communication; Establishing and maintaining communication;
3. Words and their meaning in communication: Metamodel - giving meaning to words; Types of words contained in the metamodel; Types of useful questions.

4. Feedback through the NLP communication model: The concept and importance of feedback in the business process. Feedback formulation process and application. Feedback efficiency principles.

5. Meta programs through forms: The concept and significance of meta programs; Types of meta programs; Application of meta programs in the business environment;

6. Objectives in the communication model: Defining the current and desired state; Rules for setting goals; Frameworks for defining business goals; Setting goals.

Practical instruction (Problem solving sessions/Lab work/Practical training)

The exercises, according to the schedule of the material, follow the methodological units and the emphasis is on the application of teaching contents through practical examples and exercises of communication models by simulating a real business environment.

Drafting of communication models - application of communication models in practice

Development of assignments in communication models

Textbooks and References

1. Joseph O. Connor and John Seymour, Introduction to NLP, Plato, Belgrade, 2013.
2. Compiled study material - Communication models

Number of active classes (weekly)

Lectures:3

Practical classes: 3

Other types of classes: -

Grading (maximum number of points: 100)

Pre-exam obligations: Points

Activities during lectures: 30

Activities on practical exercises: 20

Seminary work: -

Colloquium: 20

Final exam: Points

Written exam:30

Oral exam:

Lecturer	
Valentina Malešević, MSc	
Associate	