

Course title: Business Communications
Course code: 12044
ECTS credits: 3
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 1,2,3
Trimester: 2, 5, 8
Goal: Mastering the basics of business communications and the concepts of business communication development. Understanding the importance of applying specific tools, techniques and methods of business communication in different business settings. Acquiring the accuracy in both oral communication (public speaking, business conversation) and written correspondence (CV, cover letter, business letter).
Outcome: Upon completion of the course, students should be able to identify the mental principles of communication as an interpersonal process, differentiate specific types of business communication, know which technique is appropriate for a particular situation, prepare presentations as an aspect of business communicating, prepare and organize a negotiating process, as well as apply numerous communication techniques and tools in the process of recruitment.
Contents of the course
Theoretical instruction
1. Modern communication theory and business culture. Functions of communication. Models of communication. General characteristics of business communication.
2. Verbal aspects of communication. Culture of oral communication. Norms of the standard Serbian language.
3. Sociolinguistic aspect (speech act, speech situation, roles of speech). Rhetorical aspect (speech, speaker, audience).
4. Written communication (clarity, conciseness, tone, editing, grammar and punctuation).
5. Business communication on the Internet
6. Non-verbal aspects of communication. Vocal expression. Facial expression. Gestures. Proximity. Image and the first impression. Image and marketing. Image and basic identity.
7. Emotional intelligence. Basic emotions. Positive and negative emotions. Characteristics of the emotional mind.
Practical instruction (Problem solving sessions/Lab work/Practical training)

1. Shannon & Weaver's mathematical model of communication and Bradley's model of a speech process: demonstration and analysis.
2. Public speaking on a given or chosen topic.
3. Simulation of presentations. Simulation of business conversation. Simulation of recruitment interviews.
4. Language work. Diction exercises.
Textbooks and References
Marina Marković, Poslovna komunikacija sa poslovnim bontonom, Beograd 2006.
Tijana Mandić, Komunikologija (psihologija komunikacije), Beograd 2002.
Dezmond Moris, Otkrivanje čoveka - vodič kroz govor tela, Beograd 2005.
C.M. Lehman, D.D. DuFrene: Poslovna komunikacija, Data Status, 2015.
Danijel Goleman, Emocionalna inteligencija, Beograd 2007.
Number of active classes (weekly)
Lectures: 3
Practical classes:
Other types of classes:
Grading (maximum number of points: 100)
Pre-exam obligations: Points
Activities during lectures: 10
Activities on practical exercises:
Seminary work:
Colloquium: 30
Final exam: Points
Written exam: 60
Oral exam:
Lecturer
Gordana Jelić, PhD
Associate