

Course title: <b>Communication models - selected chapters</b>
Course code: 12046
ECTS credits: 6
Requirements: None
Basic information
Level of studies: Master applied studies
Year of study: 1
Trimester: 1
Goal: Acquiring theoretical and practical knowledge of selected chapters in communication models - an introduction to neuro-linguistic programming, which contains techniques and methods for successful communication in a business environment. Enabling students to apply and develop 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: Communication perceptual filters in the function of effective communication. Values and beliefs; Creating a communication system of values and priorities, Designing useful beliefs.
2. Axioms of the communication NLP model in practice. Ecology of the communication model.
3. Words and their meaning in communication: Metamodel - giving meaning to words; Types of words contained in the metamodel; Types of useful questions.
4. Neuro-logical levels: concept and meaning. Establishing a communication report through neuro-logical levels.
5. Metaphors: The concept and meaning of metaphors in communication, Application of metaphors in the communication process.

6. Objectives in the communication model: Defining the current and desired state; Rules for setting goals; Frameworks for defining business goals; Setting goals.
7. Negotiation: The concept and importance of negotiation, NLP communication models in the function of negotiation.
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: 2
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
Gordana Jelić, PhD
Associate
Valentina Malešević, MSc

