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| Course title | **Business Communication** |
| Semester | Winter semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Professor Tatjana Cvetkovski, PhD |
| ECTS credits | 8 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. The concept and importance of communication.2. Communication characteristics.3. Communication process, communication and environment, four types of communication systems.4. Types of communication: verbal communication, nonverbal communication, problems in interpreting nonverbal communication.5. Intrapersonal and interpersonal communication: intrapersonal communication, interpersonal communication: the functions of interpersonal communication, communication between two people, group communication, public communication.6. Organizational communication: internal communication, external communication.7. Negotiation.8. Design of effective communication.9. Direct and indirect approach to communication.10. Writing and using e-mail.11. Making and receive phone calls.12. Writing and giving presentations (speech). |
| Learning outcomes | Training for high-quality business communication. Ability to adjust to other speakers in the process of communication (their knowledge and culture). Understanding the impact of communication on efficiency of running business and the relation between culture and communication. |
| Length | One semester. |
| General information | Knowing the idea of communication, forms of communication, communication styles and importance of good communication. Pointing out the impact of communication and efficiency of operating business in companies.  |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |