

19. Business Communication and Presentation

GENERAL INFORMATION ABOUT THE COURSE		
Course coordinator	Marin Milković, PhD, professor	
Course name	Business Communication and Presentation	
Study program	Mechanical Engineering	
Course status	Compulsory	
Year	2	
Semester	4	
Number of credits and teaching methods	ECTS student load coefficient	5
	Number of hours (lectures + seminars + exercises)	15 + 15 + 15

1. DESCRIPTION OF COURSE
1.1. Course objectives
Familiarising students with communication skills in written and oral communication in companies and towards customers. It includes instructions on creating templates, research strategies and drafting relevant documentation.
1.2. Prerequisites for enrolling into the course (if applicable)
None.
1.3. Expected course learning outcomes
After having listened to all course lectures and passed the exam, students will be able to: <ul style="list-style-type: none"> 1. Formulating a clear message towards the interested party in accordance with wanted goal which should be achieved 2. Integrating understandable information which is to be incorporated in design documentation 3. Assessing, organising and presenting facts, statistics, empirical data and professional opinions in an informal way

1.4. Course content							
<ol style="list-style-type: none"> 1. Psychological traits of human beings, competences, perceptions, attitudes, emotions, conflicts and manner of resolving conflicts 2. Business communication strategies – communication, interpersonal communication, prejudices in communication, Watzlawick's five axioms of communication, clear communication 3. Ethics, legal, cultural and global features in business communication 4. Skills in resolving problems in business communication, communication skills, obstacles in communication, technical efficiency in communication, assertiveness, passive and aggressive behaviour, communicating with difficult people 5. Leadership, team cooperation, WDEP (Wants-Doing-Evaluation-Planning), methods, facilitating work in groups 6. Public communication 7. Public relations 8. Holding business discussions, getting to know people and presenting oneself, meetings, telephone communication, written communication – writing skills 9. Communicating via electronic mail, Internet and other technologies 10. Selecting suitable formats and channels for presenting business information 11. Documents used in business – letters, correspondence, facsimiles, electronic mail, calls, presentations, press releases, job descriptions, business plans 12. Applying computer programs for preparing business documents 13. Drafting business presentation 14. Drafting presentation materials for technical products 15. Drafting presentation materials for technical products 							
1.5. Types of teaching	<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Distance learning <input type="checkbox"/> Field work			<input type="checkbox"/> Autonomous exercises <input type="checkbox"/> Multimedia and network <input type="checkbox"/> Laboratory <input type="checkbox"/> Mentor assistance <input type="checkbox"/> Other types			
1.6. Comments							
1.7. Student obligations (<i>attendance at classes, lectures, tutorials, seminars</i>)							
<ul style="list-style-type: none"> • Priprema za predavanja – proučavanje literature • Aktivno sudjelovanje u predavanjima • Priprema za seminare – proučavanje literature i prezentacija s predavanja • Preparation for lectures – studying the literature • Active participation in lectures • Preparation for seminars – studying the literature and presentations from the lectures 							
1.8. Tracking student work (proportion of individual activities in terms of ECTS credits based on the total number of ECTS credits)							
Class attendance	1.5	Class participation	0.2	Seminar paper	1	Experimental work	

Written exam	0.8	Oral exam	0.5	Essay		Research	
Project	1	Continual assessment of knowledge		Written seminar paper		Practical work	
Online activity							
1.9. Grading and assessment of student work during the semester and for the final exam (<i>interim exam, written exam, oral exam</i>)							
For each activity, a certain number of points are awarded. Points are noted on the online system for evaluation and development of competences. The following activities are assessed:							
<ol style="list-style-type: none"> 1. Activities at lectures – 10% 2. Written exam – 40% 3. Oral part of the exam – 40% 4. Drafting the project task – 10% 							

1.10. Mandatory literature (relevant at the time of submitting the proposed study program)			
- Rouse M. J., Rouse S: Poslovne komunikacije, Masmedija, 2005, Zagreb			
1.11. Supplementary literature (relevant at the time of submitting the proposed study program)			
1.12. Manner of tracking quality to ensure the acquisition of exit knowledge, skills and competences			
2. COMBINING THE LEARNING OUTCOMES, TEACHING METHODS AND ASSESSMENT OF THE LEARNING OUTCOMES			
<i>2.1. Class participation</i>	<i>2.2. Student participation</i>	<i>2.3. Learning outcome</i>	<i>2.4. Assessment method</i>
Lectures	Listening to lectures and participating in discussions	1 – 3	Oral exam
Project work	Solving problem tasks	2	Assessing the task
Exercises	Exercising practical tasks with real examples	1 – 3	Assessment of results obtained at the exercises