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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program Russian language and literature | | | | Russian language and literature | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Russian business language | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | 1st semester | | |
| Number of ECTS allocated | | | | 6 | | |
| Name of lecturer/lecturers | | | | Dr Dejan Markovic | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Students will master theoretical and practical knowledge on direct business communication (which functiones by direct contact) and indirect (when communication between business partners is achieved through certain space-time distance). The emphasis is on direct business communication because it gives better results and has a powerfull emotional impact.  After completion of this course, students will be capable for business communication, process in which there is exchange of activities, information and experience. Students form habits and skills for advertising over radio and TV shows, leading dialogues of officially and business character (including talks and business meetings), reading and writing business letters in relation to the preparation and conclusion of sale contracts, performance of conractual obligations etc. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| 1. Functional styles of contemporary Russian language.  2. History of genesis of business style in Russian language.  3. Basic characteristics of business style in Russian language.  4. The content and structure of business documents.  5. Business letters.  6. Culture of business communication.  7. Lexical standards in business style of Russian language.  8. Grammatical and syntactic standards in business style of Russian language.  9. Culture of compiling documentation.  10. Written forms of business style in Russian language.  11. Oral forms of business style in Russian language.  12. Culture of oral business communication.  13. Etiquette of telephone conversation.  14. Non-verbal communication in business style.  15. The use of technical equipment in business communication. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring, Russian language | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **5** | | **Written examination** | | | **25** |
| **Practical teaching** | **25** | | **Oral examination** | | | **30** |
| **Teaching colloquia** | **15** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |