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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Electronic Engineering | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | Electrical Engineering and Computing | | |
| Study Module (if applicable) | | | | All | | |
| Course title | | | | Business communications | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | IV | | |
| Number of ECTS allocated | | | | 3 | | |
| Name of lecturer/lecturers | | | | Vanče S. Bojkov | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| The aim of the subject is to introduce future engineers of electro technology with the role of business communications in business strategy, communications aspects in business relations, communication skills, as well as with didactics principles in practical business and electronic communications. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Basic elements of communications. Structure of communicative process. Types of communications. Communicative aspects of business relations. Basic rules and principles of business negotiations. Technique of business negotiations. Basic characteristics of business communications. Public relations. Press conference. Leadership. CV. Business etiquette. Internet and electronic business. Forms of e-commerce. Risks and safety of e-commerce. Influence of the Internet on the shaping and development of contemporary society. European law regulations for e-communication. Legal and ethical problems of commerce on the Internet. Privacy protection.** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | | **20** |
| **Practical teaching** | **10** | | **Oral examination** | | | **20** |
| **Teaching colloquia** | **40** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |