

Study program: Mechanical Engineering			
Type and level of studies: MSC			
Course unit: Communication management			
Teacher in charge: Aleksandar V. Aleksić			
Language of instruction: English			
ECTS: 6			
Prerequisites: no			
Semester: <i>Winter semester</i>			
Course unit objective:			
The goal of the course is to introduce general theory of communication, dynamics of communication, culture of communication, as well as intern and extern communication. Beside theoretical knowledge, students will master with communication skills, especially in Internet environment, and mobile environment.			
Learning outcomes of Course unit			
At the end of the course student will be able to:			
<ul style="list-style-type: none"> • Consider basis of communication science, dynamics of communication, culture of communication, market communication • Implementation of quality principle in intern and extern communication • Knowledge of market communication in Internet environment (B2B, B2C and other) and usage in practice, • Knowledge and usage of m-communication. 			
Course unit contents			
<i>Theoretical classes</i>			
Communicational science, dynamics in communication, culture of communication, psychology of communication, market communication, communication engineering, quality of communication process, communication in Internet/intranet environment, B2B, B2C, mobile communication.			
<i>Practical classes</i>			
In their research studies students will be trained for general research in the field of the course..			
Literature			
[1] Carol M. Lehman, Debbie D. DuFrene, Business communication, 16th Edition, Cengage. 2011.			
[2] Banjanin M., Dynamics of communication, Megatrend, Belgrade, 2003			
[3] Arsovski Z., Information Systems, CIM center, Faculty of Mechanical Engineering, Kragujevac			
Number of active teaching hours			Other classes 1
Lectures: 3	Practice: 2	Other forms of classes: mentoring system	
Teaching methods			
Teaching is comprised of lecturing by the use of modern teaching resources - video presentations and educational films and oral exercises. Evaluation of knowledge: tests and seminar.			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	-	oral examination	30
practical classes/tests	30	written examination	
Seminar/homework	15	
Seminar presentation	25		
Grading system			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	≤50	Failing	