

Study program: Engineering Management, Entrepreneurial Management, Information Technology				
Type and level of studies: Undergraduate Academic Studies (UAS)				
Course unit: Communicology				
Teacher in charge: Dragana Bjekić, Milica Stojković				
Language of instruction: English				
ECTS: 6				
Prerequisites: /				
Semester: Winter				
Course unit objective – Introduction to basic communication signs; Training for independent designing and planning of personal and business communications; development of characteristics, knowledge and skills that enable successful communication and relationships with others; training to overcome communication barriers and to be able to express your thoughts and needs in an accurate way.				
Learning outcomes of Course unit – Students will be able to: explain the basic concepts of communication, communication models, relation between communication knowledge and communication skills; understand and explain the communication signs; express themselves skillfully using a variety of forms of vocal and nonvocal verbal communication; recognize communicational similarities and differences of specific cultures and develop cross-cultural tolerance; define the function and effects of the mass media; plan team communication; recognize the type of speakers and adapt their communication accordingly; organize communication space and create a personal communication style.				
Course unit contents				
Theoretical content: Introduction to Communicology – basic concepts, development, disciplines, theory, methodology. General model of the communication process and elements. Personalized correlates to communication. Concept of communication competence. Types of communication signs. Types of communication. Verbal and nonverbal communication.				
Communication flows. The system of communication and information in organizations and business systems. Public relations. Mass media and communication. Intercultural communication.				
Communication in a group and team communication. Communication partners; types of business partners. Obstacles and conflicts in communication. Conflict resolutions. Difficulties in communication (fear, stress); difficulties in business communication (professional burnout, mobbing). Business interview: interview, operational interview, negotiation. Types of interlocutors/communicators. Business correspondence.				
Preparation of communication. Learning communication skills and the development of a successful communicator.				
Practice: Learning communication skills of two-way interpersonal communication; development of listening skills; rules of business conduct; creation of a communication style; program presentation; dynamics of cross-cultural communication and the development of intercultural tolerance, team dynamics; preparation and design of business interview; business correspondence; creating formal and informal modes of communication; development of qualities that are a prerequisite for successful communication.				
Literature				
Bjekić, D. (2009). <i>Communicology: basics of educational and business communication</i> . Čačak: Faculty of technical sciences. (in Serbian)				
Gardiner, L. (2008). <i>The Psychology of Communication</i> . Victoria/Canada: Trofford Publishing.				
Rubin, R. B., Palmgreen, P., & Sypher, H. E. (2004). <i>Communication Research Measures – a sourcebook</i> , London: Lawrence Erlbaum Associates, publishers.				
Rubin, R. B., Rubin, A. M., & Piele, L. J. (2005). <i>Communication research: Strategies and Source</i> , Belmont, CA: Wadsworth.				
Whaley, B. B., & Samter, W., ed. (2007). <i>Explaining Communication – Contemporary Theories and Exemplars</i> , London: Lawrence Erlbaum Associates, Publisher.				
Marković, M. (2003). <i>Business communication</i> . Belgrade: Klio. (in Serbian)				
Rot, N. (2003). <i>Signs and meanings</i> . Belgrade: Plato. (in Serbian)				
Number of active teaching hours				
Lectures: 2 (30)	Practice: 1 (15)	Other forms of classes: <i>mentoring and monitoring – 15</i>	Independent work	Other classes
Teaching methods – interactive teaching methods (popular lectures, discussion, method of practical activities, workshops, role playing); blended learning, support with e-course. Activated forms of learning: verbal meaningful receptive learning, discovery learning, cooperative learning, practical learning.				

Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	24
Practical classes/tests	10	written examination	46
Seminars/homework	10		
Project			
Other			
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	Less than 51	Failing	

