

Table 5.2 Course unit description

Study program: Hotel Management and Tourism; Gastronomy Management			
Type and level of studies: UAS			
Course unit: Business ethics and communication			
Teacher in charge: Marijana D. Seočanac			
Language of instruction: Serbian and English			
ECTS: 7			
Prerequisites: None			
Semester: SS			
<p>Course unit objective</p> <p>The acquisition of necessary skills and knowledge for effective communication in a professional business environment. The course focuses on developing communication competencies in students that are essential for success in various business contexts, such as interpersonal interactions, written correspondence, presentations, and digital communication.</p>			
<p>Learning outcomes of Course unit</p> <p>Developed business communication skills in students and the adoption of strategies that enhance their professional efficiency and contribute to their overall success in the business world.</p>			
<p>Course unit contents</p> <p><i>Theoretical classes</i></p> <ul style="list-style-type: none"> • Business ethics: Definition and development; • Business ethics and communication; • Concept and importance of communication; • Verbal and non-verbal communication; • Intrapersonal and interpersonal communication; • Organizational communication; • Shaping effective communication; • Using direct and indirect approaches in communication; • Written business communication; • Electronic communication; • Business meetings; • Creating and delivering presentations; • Job interview; • Negotiation; • Culture and communication. <p><i>Practical classes</i></p> <p>Through practical assignments and instructions from the course professor, students learn how to write clear, concise, and professional messages suitable for various business contexts, apply techniques for structuring presentations and effectively using visual aids, practice techniques for effective public speaking, develop presentation skills and audience engagement, practice active listening and participation in business meetings, apply techniques for relationship building, conflict resolution, negotiation, and networking, as well as develop ethical behavior. Through the development of a seminar paper as a team activity, they apply strategies for teamwork and collaboration with colleagues.</p>			
<p>Literature</p> <p>Mandatory:</p> <ul style="list-style-type: none"> • Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2021). <i>Business ethics: Ethical decision making and cases</i> (13th ed.). Cengage Learning. • Guffey, M. E., & Loewy, D. (2022). <i>Essentials of business communication</i> (12th ed.). Cengage Learning. • Lehman, C. M., DuFrene, D. D., & Walker, R. (2019). <i>BCOM – Business communication</i>. Cengage Learning. 			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes: Independent work:	
<p>Teaching methods</p> <p>Lectures, discussions, group projects, case studies, simulations, and role-playing that provide students with opportunities to apply business communication knowledge and skills, guest speakers.</p>			

Examination methods (maximum 100 points)			
Exam prerequisites	Exam prerequisites	Exam prerequisites	Exam prerequisites
student's activity during lectures	20	oral examination	30
seminar paper with presentation	10	
colloquiums	40		
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	0-50	Failing	