

Specification for the book of courses

Study program		Electrical Engineering and Computer Science		
Module		Electronics		
Type and level of studies		Undergraduate Academic Studies		
The name of the course		Business Communications		
Lecturer (for lectures)		Bojkov S. Vanče		
Lecturer/associate (for exercises)				
Lecturer/associate (for OFE)				
Number of ECTS		3	Course status (obligatory/elective)	Elective
Prerequisites	No conditions			
Course objectives	The objective of the course is to introduce future electronics engineers with the role of business communication in the business strategy, communication aspects in business relations, communicative skills, as well as didactic principles in practical business and electronic market communication.			
Course outcomes	The readiness of engineers to plan, organize and independently make decisions in modern corporate business with the acquired communication skills, with the practical application of modern technology.			
Course outline				
Theoretical teaching	Basic elements of communication. The structure of the communicative process. Types of communication. Communication aspects of business relationships. Basic rules and principles in business negotiations. Business Negotiation Technology. Basic features of business communication. Public Relations. Press conference. Leadership. Biography. Business etiquette. Internet and e-commerce. Forms of electronic business. Risk and security of e-business. The influence of the Internet on the design and development of contemporary society. European legal framework for electronic communications. Legal and ethical business problems on the Internet. Privacy protection.			
Practical teaching (exercises, OFE, study and research)				
Textbooks/references				
1	Bojkov, V. (2016): Business Commucation, Faculty of Electronic Engineering, Niš .			
2	Deletić, S./Pejčić, M. (2005); Business Commucation , Faculty of Electronic Engineering, Niš			
3	Radović, V/Cvetanović, I/ Bozkov, V. (2018); Basics of public presentation methods - From mind to message - Deontological and stilystic determinanats, Thalia publishing Niš/ Institute for political studies, Belgrade			
4				
5				
Number of classes of active education per week during semester/trimester/year				
Lectures	Exercises	OFE	Study and research work	Other classes
2	0	0	0	0
Teaching methods	Lectures			
Grade (maximum number of points 100)				
Pre-exam duties	Points	Final exam		Points
Activity during lectures	10	Written exam		20
Exercises		Oral exam		20
Colloquia	40			
Projects	10			