



UNIVERSITY "ISA BOLETINI" IN MITROVICA

FACULTY OF ECONOMICS

Course Outline Model (Syllabus)

Faculty:	Economics	
Name of study program:	Business and Management	
Specialization:	Finance, Bank and Accountin	
Level:	Bachelor	
The code of subject:		
Subject:	Business Communication	
Subject Status:		Elective
Semester:		Summer
Total hours:	2+1	
ECTS:	4	
Schedule / Hall		
Academic year:	II year, IV semester	
Professor:	Prof. Asoc. Dr. Bashkim BELLAQA	
Assistants:		
Contacts:	Professor	Assistant
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CONTENT OF SUBJECT	This subject's aim is the growth and development of acuities that include those of effective communication in business through writting, negotiating and non-verbal comunication. Also, the course focuses on the development and improvement of teamwork performance and business negotiating skills.
AIMS OF SYBJECT	The aim of the developing of business communication is to equip students with basic knowledge for an effective communication in the business field.The students will gain knowledge in the theoritical aspect as well as in the practical aspect and will be able to apply this knowledge for contemporary project managing.

EXPECTED LEARNING OUTCOMES	<p>☐ Upon completion of this course the student will be able to:</p> <ul style="list-style-type: none"> ☐ Explain the significance of business communication in a fast-paced business environment. ☐ Understand the business communication process, types of communication, communication channels, communication strategies, negotiation skills, and how to avoid ineffective communication. ☐ Implement effective communication in businesses through evaluated strategies based on a situational approach. ☐ Discuss effective forms of communication in order to achieve the best results in business. ☐ Recommend improving inter-personal and conflict resolution skills in the workplace, as well as effective communication during group work, presentations, negotiations, etc., and ☐ Conduct an analysis of communication forms, employing communication strategies to create a productive communication. 	
PROGRAM	Weeks	Topic and Readings
	Week - I	Introduction to business communication
	Week - II	Communication channels
	Week - III	Strategic communication in business
	Week - IV	Communication through writing
	Week - V	The organisation, processes and structures of idea
	Week - VI	Writing – macro and micro aspects
	Week - VII	The presentations of the student’s work
	Week - VIII	First Test
	Week - IX	Written communication
	Week - X	Interview and Presentation Skills
	Week - XI	Conflict and Feedback
	Week - XII	Networking Event and Negotiations
	Week - XIII	Team work and customer service
	Week - XIV	Presentation of the student’s work
	Week - XV	Second test

LITERATURE	<p>Basic literature:</p> <ol style="list-style-type: none">1. Guffey Mary and Loewy Dana (2016). Essentials of Business Communication. 10 Edition - Published by Cengage Learning.2. Ligjërata e autorizura <p>Supplementary literature:</p> <ol style="list-style-type: none">1. Rouse, M., J. and Rouse, S., 2001. “Business Communications: A Strategic and Cultural Approach”, – first edition. Cengage Learning Business Press. Përkthim në gjuhën shqipe: Komunikimet Afariste – Universiteti Victory, Prishtinë.2. Prof. Dr. Liljana Batkoska: Komunikimi afarist, Ohwr, 2007																																																
TEACHING METHODOLOGY	<p>The teaching methodology will be through lectures and exercise hours.During this semester there are 15 lectures , and also exercises that will be held through seminars and concrete problem solving discussons in the business communication field.The lectures are to be conducted with large groups, and the exersises with small groups depending on the assigned student number.For every segment lecture a slide presentation is prepared in which the students present the rules and basic principles of every teaching unit.In every lecture and respective exercises the students will be activated through coments, questions and supplementary clarifications aiming the acquisiton of the subject.</p>																																																
STUDENT LOAD ON THE SUBJECT	<table><tr><th colspan="4">Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)</th></tr><tr><th>Activity</th><th>Hours</th><th>Day/Week</th><th>Total</th></tr><tr><td>Lectures</td><td>2</td><td>15</td><td>30</td></tr><tr><td>Exercise sessions - theoretical</td><td>1</td><td>15</td><td>15</td></tr><tr><td>Field exercises</td><td>1</td><td>6</td><td>6</td></tr><tr><td>Practical work</td><td>2</td><td>2</td><td>4</td></tr><tr><td>Consultation with the professor / assistant</td><td>1</td><td>12</td><td>12</td></tr><tr><td>Colloquiums / seminars</td><td>1</td><td>15</td><td>15</td></tr><tr><td>Independent tasks (work)</td><td>2</td><td>5</td><td>10</td></tr><tr><td>Student self-study time (in library or at home)</td><td>2</td><td>4</td><td>8</td></tr><tr><td>Final exam preparation</td><td>1</td><td>2</td><td>2</td></tr><tr><td>Total</td><td></td><td></td><td>100 hours</td></tr></table>	Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)				Activity	Hours	Day/Week	Total	Lectures	2	15	30	Exercise sessions - theoretical	1	15	15	Field exercises	1	6	6	Practical work	2	2	4	Consultation with the professor / assistant	1	12	12	Colloquiums / seminars	1	15	15	Independent tasks (work)	2	5	10	Student self-study time (in library or at home)	2	4	8	Final exam preparation	1	2	2	Total			100 hours
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EVALUATION	<p>The assessment & evaluation of knowledge and skills will be done according to this chronology:</p> <ul style="list-style-type: none"> ▪ Participation and interactivity during the lectures 10%, ▪ Works and group research projects 10%, ▪ First evaluation test 40% and ▪ Second evaluation test 40%, and ▪ Total 100% of points. <p>Grade scales:</p> <ul style="list-style-type: none"> ▪ 50-low-grade 5 (five) ▪ 51-60% - grade 6 (six) ▪ 61-70% - grade 7 (seven) ▪ 71-80% - grade 8 (eight) ▪ 81-90% - grade (nine) ▪ 91-100% - grade (ten)
ACADEMIC POLICIES	<p>The student is obligated to attend lectures and exercise sessions. Plagiatore and collusion are condemned according to the status and other regulations of the university. The code of conduct applies for students as well as for the educators.</p>

Mitrovica

Subject teaching professor:

Prof. Asoc. Dr. Bashkim BELLAQA

18/12/2021

(Name Surname)

(Signature)