



SYLLABUS Business Communication

Basic data of the subject			
Academic Unit:	Faculty of economic		
Course title:	Business Communication		
Program:	Business Administration		
Level:	Bachelor		
Course status:	Election		
Study year:	II semester III		
Number of hours per week:	2 + 2		
Credit value – ECTS:	4		
Time / location:	winter semester		
Lecturer:	Prof. Ass.Dr.Demir LIMA		
Contact details:	demir.limaj@uni-prizren.com		
Course description:	The course aims to develop students' skills for effective communication in any situation related to their professional activity in business. Also, the course focuses on developing and improving teamwork skills and negotiation skills in business. Step-by-step study of the chapters provides a systematic understanding of business communications, shows how they work and how they can help your work and organization. The course is based on two basic premises: a) that all general and business communications take place in the cultural context and, b) that the best approach to any business communication task is the gradual formation of an integrated business communication strategy (business)		
Course objectives:	The aim of this course is for students to acquire sufficient knowledge of the concept and techniques of communication in business. The importance of communication in business and its application in contemporary business will be analyzed in the theoretical aspect, as well as the building of skills for an effective communication, and in particular it aims to develop students' skills in interpersonal communication and group communication. Also, in this cycle of lectures, the ways of constructing messages, the professional context of communication, the visual preparations of the presentation, etc. will be studied		
Learning outcomes:	At the end of this study program from the course "Communication in Business", students will be able to: Recognize the importance of communication in business in modern business Make group communication and have the ability to listen effectively To plan, write and complete messages in business To plan, write and complete reports and proposals To prepare and present verbal and visual presentations		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total



Lectures	2	15	30
Exercise theoretical/laboratory	1	15	15
Practice work			
Contact with lecturer/consultations	5	2	10
Field exercises	2	1	2
Mid-terms, seminars	1	15	15
Homework	1	5	5
Individual time spent studying (at the library or home)	2	5	10
Final preparation for the exam	2	2	4
Time spent in evaluation (tests, quiz, final exam)	3	1	3
Projects, presentations, etc.	2	3	6
Total			100 hours (4 ECTS)
Teaching methods :	Interactive lectures, discussions, seminar papers, etc. The teaching methodology will consist of teaching the subject in a clear and understandable way through lectures, presentations, demonstrations and student evaluation as well as the analysis of relevant topics. The lecture will be presented according to the interactive method. Improvisation of communication situations in business and management of this communication in different companies and institutions Students have the opportunity for consultations after the end of each lecture. Consultations for tests and exams are made after the announcement of the physical results in the tab. of announcements in fact. and via email.		
Evaluation methods:	Attendance and activity classes 0-10 points ✓ Firs colloquium 0-45 % ✓ The second colloquium 0-45 % ✓ Seminar workings 0-10% ✓ Final Examination 0-100%		
Literature			
Basic Literature:	Business Communication: Process and Product-Mary Ellen Guffey / Dana Loewy 2016 Business Communication - Ervin Demo / Petrit Dollani University of Tirana 2007 □ Communication Management - Andri Koxhaj / Florian Tomimi University of Tirana 2006 □ Business Communications - Micheak J.Rouse / sandara Rous 2002.		



Additional Literature:	Business Communication: Process and Product, 8th Edition- M.E.Guffey/Dana Loewy 2016 Business Communication – Harvard business school Harvard business press 2003 □ Business Communication – M.E.Guffey Thomson 2006
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Designed study plan:		
Week	Lectures	Exercises
<i>First week:</i>	Introduction to the syllabus Program description. Achieving success through Business Communication.	Explanation of the working methodology in this course
<i>Second week:</i>	Perfection of Group Communication and Listening Skills	General examples of the effects of Group Communication
<i>Third week:</i>	Business Messaging Planning	How are Messages Planned in Business?
<i>Fourth week:</i>	Writing messages in Business	Examples of writing messages in Business
<i>Fifth week:</i>	Completing Business Messages	How the messages will be completed?
<i>Sixth week:</i>	Test 1/ Intermediate evaluation	
<i>Seventh week:</i>	Planning Reports and Proposals	Illustrative examples of reports and Proposals
<i>Eighth week:</i>	Writing Reports and Proposals	How reports and proposals are written?
<i>Ninth week:</i>	Completion of Reports and proposals	Examples and comparisons reports and proposals
<i>Tenth week:</i>	Preparation and presentation of verbal presentations	Concrete examples of verbal presentations.
<i>Eleventh week:</i>	Business Communication and Understanding Ethics	Code of Conduct and Ethics at Work.
<i>Twelfth week:</i>	Writing Positive and Negative Messages	Examples of writing Positive and Negative messages
<i>Thirteenth week:</i>	Communication when applying for employment	Examples of conducting interviews when applying for employment
<i>Fourteenth week:</i>	Preparation for colloquium and final exam	
<i>Fifteenth week:</i>	Test 2/ Intermediate evaluation	
Academic policies and rules of conduct:		
<ul style="list-style-type: none"> ✓ Students must be conscientious and respect the rules of the institution. ✓ Must respect the schedule of lectures, exercises and be attentive in class. ✓ They must have the ID card with them, when testing can not be done without having the ID card with them. 		



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- ✓ When designing works, the student must adhere to the instructions given by the teacher.
 - ✓ The use of mobile phones is not allowed during test hours.