



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	BUSINESS NEGOTIATION AND COMMUNICATION			
1.2 Study program/s	Undergraduate professional study program Tourism and Sports Management			
1.3 Course status (O,E)	O	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	PPiK		Seminars	0
1.6 Semester	III.		E-learning	0
1.7 ECTS	5	1.7 Place and time of instruction	Polytechnic of Međimurje in Čakovec	

2. TEACHING STAFF

2.1 Course leader/s-title	Ph.D. Jasmina Dvorski, Assistant Professor	contact	jasmina.dvorski@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by- title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	Lerar and be aware of general knowledge necessary for more successful interpersonal communication in the business environment and effective shaping of messages in public and written communication, as well as when presenting information. Acquiring the necessary knowledge and skills from important applied areas of business communication, such as presentations, sales communication, negotiation, conducting meetings, interviewing, electronically mediated communication, etc. Acquiring a higher level of competence for different types of communication activities in academic and business environment in context individual and cultural differences.
3.2 Prerequisites	Introducing students to the overall theoretical content of the course in the field of business communication. Enabling students to understand the needs of business communication and negotiation. Mastering theoretical and experiential knowledge of key guidelines of business communication and negotiation.
3.3 Course outcomes	<ol style="list-style-type: none"> 1. Understand the role and importance of communication and negotiation as a professional competence with the basic characteristics, laws and dynamics of the communication process and negotiation skills. 2. Developing the ability to adapt the type of conversation to the situation, the differences of the interlocutors or the desired goal in business situations. 3. Application of methods and principles of business negotiation; analyzing and synthesizing negotiation strategies and tactics, organizing and conducting positional and principled negotiations,

	critically assessing interests, options and criteria for conducting successful negotiations, evaluating the legal and moral side of negotiations, evaluating negotiating situations, understanding the characteristics of negotiating language and style, assessing obstacles to successful business negotiation, recognizing and applying critical negotiation skills.									
3.4 Course content	<div>1. Introduction to business communication</div> <div>2. Verbal and nonverbal communication</div> <div>3. Interpersonal communication competence</div> <div>4. Business communication skills</div> <div>5. Presentation communication</div> <div>6. Preparation and execution of the presentation</div> <div>7. Sales communication</div> <div>8. Negotiation and the power of persuasion</div> <div>9. Business meetings</div> <div>10. Business interview</div> <div>11. Written communication in a business environment</div> <div>12. Computer-mediated communication and modern communication channels</div> <div>13. Webinar as a way of business communication</div> <div>14. Business etiquette and protocol</div> <div>15. Business and personal corporate image</div>									
3.5 Types of coursework	x	Lectures	x	Exercises	x	Blended e-learning		Individual activities		Laboratory
		Seminars and workshops	x	Distant learning		Field classes		Multimedia and network		Mentorship
		Other								
3.6 Language of instruction										
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance		1	Seminars		0	Essay		
	0	Class activity		0	Project		0	Report/paper		
	2	Midterm exams		0	Practical task		0	Continuous knowledge check		
	0	Written exam		0	Experimental work					
	0	Oral exam		0	Research					
3.8 Assessment and evaluation of students' work during classes and at the final exam										

3.9 Assessment criteria – analysis per learning outcomes	<table><tr><th colspan="6">Ways of evaluating learning outcomes</th><th></th></tr><tr><th></th><th>Attendance</th><th>Activity</th><th>Mid-term exam 1</th><th>Mid-term exam 2</th><th>Practical work</th><th>Total</th></tr><tr><td>Outcome 1</td><td></td><td></td><td>10</td><td>10</td><td>10</td><td>30</td></tr><tr><td>Outcome 2</td><td></td><td></td><td>10</td><td>10</td><td>10</td><td>30</td></tr><tr><td>Outcome 3</td><td></td><td></td><td>10</td><td>10</td><td>10</td><td>30</td></tr><tr><td>Outcome 4</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Outcome 5</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Outcome not-related</td><td>5</td><td>5</td><td></td><td></td><td></td><td>10</td></tr><tr><td>Total</td><td>5</td><td>5</td><td>30</td><td>30</td><td>30</td><td>100</td></tr></table>	Ways of evaluating learning outcomes								Attendance	Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total	Outcome 1			10	10	10	30	Outcome 2			10	10	10	30	Outcome 3			10	10	10	30	Outcome 4							Outcome 5							Outcome not-related	5	5				10	Total	5	5	30	30	30	100
	Ways of evaluating learning outcomes																																																															
		Attendance	Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total																																																									
	Outcome 1			10	10	10	30																																																									
	Outcome 2			10	10	10	30																																																									
	Outcome 3			10	10	10	30																																																									
	Outcome 4																																																															
	Outcome 5																																																															
	Outcome not-related	5	5				10																																																									
	Total	5	5	30	30	30	100																																																									
	Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)																																																															
	Points Grade																																																															
	89 – 100 excellent (5)																																																															
76 – 88 very good (4)																																																																
63 – 75 good (3)																																																																
50 – 62 pass (2)																																																																
0 – 49 fail (1)																																																																
3.10 Specific features related with taking the course	Pass the exam consisting of a written and an oral part. The written part refers to the material - skills, attitudes and behaviors that they became aware of during classes, and the oral part of the exam refers to the examination of the studied literature. The same can be abstracted through a colloquium.																																																															
3.11 Students obligations	Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam. Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.																																																															
3.12 Written assignments	1. Technical requirements The seminar paper should contain a minimum of 8 text cards (without literature and title page). The card indicates a norm of 1800 characters, including spaces. It is mandatory to use one of the standard fonts (Arial or Times New Roman), and a size of 12pt. The spacing between lines of text must be 1.5. Any changes to text density and standard margins are not allowed. The distance between the title and the text can be slightly larger than the mentioned line spacing (of 1.5) to make the title stand out from the rest of the text. It is desirable to highlight titles and subtitles, with a slightly larger font (eg 14pt) or bold (or both). The text needs to be edited or moved on both sides (justify function in MS Word; ctrl + j); PPT. 2. The structure of the written seminar The seminar is based on the knowledge gained as part of group work, consulting the literature and data obtained from research. The seminar therefore represents the final synthesis of the work in the theoretical and empirical field.																																																															

	<p>The seminar consists of an introduction, a central part and a conclusion. The introduction should include an introduction to the problem or topic, and a brief overview of the seminar chapter. The central part should deal with basic problems from the literature. It may or may not have the same structure as the literature being processed (the titles of the chapters and subchapters may differ, but the main idea must be clearly visible and credibly conveyed). In conclusion, it is desirable that in addition to the conclusion found in the literature, the student tries to give his view of the problem, through a different reflection on the text or its connection with any of the other seminar topics. Apart from the mentioned units (introduction, central part and conclusion), writing is also organized in several smaller thematic-logical units. These are chapters, subchapters and paragraphs. In the proper writing of seminars, care should be taken about their sequence and content.</p> <p>3. Use of literature, citations and bibliography</p> <p>Literature is selected depending on the topic and is given. In the case of a group seminar, students will also receive basic literature that must be adhered to (but they can also supplement it according to their own interests).</p> <p>Citation means downloading parts of the author's text. Quotations are given in the form of footnotes, at the bottom of the page in the form: author, year, page. All downloaded parts of a text must be indicated. A literal download is indicated by a citation and placed in quotation marks (") followed by a footnote. Paraphrasing or retelling the text is not enclosed in quotation marks but is also marked with a footnote. This form can also be used by mentioning the author in the text and a footnote. The download of ideas or phrases must also be indicated as already stated. Bibliography, ie literature, is cited at the end of the paper. Depending on the type of source, APA citation standards are used.</p> <p>4. Plagiarism</p> <p>Plagiarism is "the taking over of someone else's ideas, actions, results or text without citing the source in order to present the taken over as one's own work" (Baždarić et.al. 2009: Medicina Fluminensis (45), 2: 109). Seminar paper containing elements of plagiarism will not be accepted and the violator will be sanctioned. Repeated submission of plagiarized work (for example, intentional non-citation after a warning) will be considered a knowingly and intentional breach of obligations in accordance with academic ethical principles.</p>	
3.13 Required reading	1.	Lamza - Maronić, M.; Glavaš, J. (2008). <i>Poslovno komuniciranje</i> . Ekonomski fakultetu u Osijeku: Osijek.
	2.	Rouse. M. J.; Rouse, S. (2005). <i>Poslovne komunikacije</i> . Masmedia: Zagreb.
3.14 Additional reading	1.	Bovee, C. L. (2012). <i>Suvremena poslovna komunikacija</i> . Mate: Zagreb.
	2.	Cohen, S. (2014). <i>Vještine pregovaranja za menadžere</i> . Mate: Zagreb.
	3.	Courtland L. Bovée, John V. Thill (2012). <i>Suvremena poslovna komunikacija</i> . Zagreb : Mate.
	4.	Fox, R. (2006). <i>Poslovna komunikacija</i> . 2. dop. izd., Hrvatska sveučilišna naklada-Pučko Otvoreno Učilište: Zagreb.
	5.	Gnjato, V. (2003). <i>Sastanci - interesno komuniciranje</i> . Alinea, Zagreb.
	6.	Levicki, R., Saunders, D.M., Barry, B., (2009). <i>Pregovaranje</i> . Mate: Zagreb.

	7.	Martić Kuran, L.; Jelić, P. (2014). <i>Poslovno komuniciranje</i> . Veleučilište „Marko Marulić“ u Kninu: Knin.
	8.	O'Hair, D.; Friedrich, G.W.; Dixon, L.D. (2014). <i>Strategic Communication in Business and the Professions</i> . 7th ed. Allyn and Bacon, Pearson: Boston.
	9.	Patton, B.; Ury, W.; Fisher, R. (2003). <i>KAKO DO DA - do dogovora pregovorom, a ne predajom</i> . Neretva: Zagreb.
	10.	Rijavec, M.; Miljković, D. (2002). <i>Komuniciranje u organizaciji</i> . Edicija Obelisk: Zagreb.
	11.	Tomašević Lišanin, M. (2019). <i>Principi prodaje i pregovaranja</i> . Sveučilište u Zagrebu, Ekonomski fakultet: Zagreb.

4 ADDITIONAL COURSE INFORMATION

4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	Present information, ideas, problems and solutions to the professional and general public Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1.	Introduction to business communication	Direct teaching (lecture, instruction, pp presentation)	Distinguish basic communication concepts (basic characteristics, laws and dynamics) and their practical application. Forms of business communication.	1

2.	Verbal and nonverbal communication	Direct teaching (lecture, instruction, pp presentation)	Distinguish basic communication concepts (basic characteristics, laws and dynamics) and their practical application. Forms of communication.	1,2
3.	Interpersonal communication competence	Direct teaching (lecture, instruction, pp presentation)	Understanding and overcoming conflict, crisis situations.	1,3
4.	Business communication skills	Direct teaching (lecture, instruction, pp presentation)	Distinguish basic communication concepts (basic characteristics, laws and dynamics) and their practical application. Forms of communication.	1,3
5.	Presentation communication	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	1
6.	Preparation and execution of the presentation	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	1, 2 i 3
7.	Sales communication	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	1,2,3
8.	Negotiation and the power of persuasion	Direct teaching (lecture, instruction, pp presentation)	Distinguish basic communication concepts (basic characteristics, laws and dynamics) and their practical application. Forms of communication. Effective, proactive and assertive communication through active listening.	1,2,3.
9.	Business meetings	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	3
10.	Business interview	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	2
11.	Written communication in a business environment	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	1, 2
12.	Computer-mediated communication and modern communication channels	Direct teaching (lecture, instruction, pp presentation)	Nonverbal and verbal communication skills.	1
13.	Webinar as a way of business communication	Direct teaching (lecture, instruction, pp presentation)	Distinguish basic communication concepts (basic characteristics, laws and dynamics) and their practical	1

			application. Forms of communication.	
14.	Business etiquette and protocol	Direct teaching (lecture, instruction, pp presentation)	Effective, proactive and assertive communication through active listening.	2
15.	Business and personal corporate image	Direct teaching (lecture, instruction, pp presentation)	Distinguish basic communication concepts (basic characteristics, laws and dynamics) and their practical application. Forms of communication. Effective, proactive and assertive communication through active listening. Nonverbal and verbal communication skills.	2
EXERCISES/ SEMINARS				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1. 1. i 2. (2 hours)	Communication as a component of time management in a business environment	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply the importance of communication	1, 2,3
3.i 4. (2 hours)	The importance of communication in business etiquette and business protocols	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply the importance of business ethics in communication	1, 2,3
5.	Business communication etiquette in EU countries	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, perceive, apply in a cross-cultural environment	1, 2,3
6.	Business rhetoric and the art of persuasion	Direct teaching, presentation, discovery learning,	Understand, notice, apply the importance of public speaking skills	1, 2,3

		collaborative and group learning		
7. i 8. (2 hours)	Active listening - Interpersonal communication	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply active listening techniques	1, 2,3
9. i 10. (2 hours)	Nonverbal communication in business situations	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply non-verbal communication techniques	1, 2,3
11.	Presentation skills in business situations	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply presentation skills	1, 2,3
12.	Key communication skills in business situations	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply techniques of assertive communication, crisis communication	1, 2,3
13. i 14. (2 hours)	The role of quality communication in conflict and stressful business situations	Direct teaching, presentation, discovery learning, collaborative and group learning	Understand, notice, apply The role of quality communication in conflict and stressful business situations	1, 2,3
15.	Quality of the communication in business delegation	Direct teaching, presentation, discovery learning, collaborative and group learning	The importance of communication in the process of delegating instructions and making decisions	1, 2,3