

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Business Communication			
2.	Code	MGT 430			
3.	Study programme	Management and Entrepreneurship			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Management			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 8 (summer semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Nikola Levkov, PhD			
9.	Preconditions for enrolment	None			
10.	<p>Course Objectives (Competencies):</p> <p>After taking this course, students should be able to:</p> <ol style="list-style-type: none"> 1) prepare and deliver an effective speech and business presentations 2) develop skills for effective listening and mutual understanding 3) use different communication styles to achieve success in business 4) avoid verbal aggression and creating conflicts in business communication 5) understand the role of culture in communication 6) effectively organize and participate in business meetings 7) effectively communicate by telephone 8) write neutral, positive, and negative business messages 9) understand the negotiation process 10) prepare a plan for effective negotiations 11) use digital tools in business communication 12) to employ effective strategies for job hunting 				
11.	<p>Course content:</p> <ol style="list-style-type: none"> 1) The role, importance, and scope of business communication 2) Theories of interpersonal and organizational communication 3) Transactional analysis in business communication 4) Effective public speaking and business presentation 5) Developing effective listening skills 6) Effective telephone communication 7) Written communication in business 8) Nonverbal communication 9) Cross-cultural communication 10) Effective meetings management 11) The role of information technology in communication 12) Developing effective negotiation skills 13) Job hunting 				
12.	Learning methods: Interactive lectures, group project, case studies, business simulations, readings and discussions, guest speakers.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+30+20+55= 225 classes			
15.		15.1	Interactive lectures	60 classes	

	Types of teaching activates	15.2	Case studies, readings and discussion, business simulations	30 classes	
16.	Other types of activities	16.1.	Group project	30 classes	
		16.2.	Delivering presentation	30 classes	
		16.3	Negotiation simulation	20 classes	
		16.4	Homework	55 classes	
17.	Grading method: 60+10+15+10+5=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)		60%	
	17.2.	Case studies, readings and discussion, business simulations		10%	
	17.3	Group project		15%	
	17.4	Delivering presentation		10%	
		Negotiation simulation		5%	
18.	Grading scale		less than 50 points	5 (five) (F)	
			from 51 to 60 points	6 (six) (E)	
			from 61 to 70 points	7 (seven) (D)	
			from 71 to 80 points	8 (eight) (C)	
			from 81 to 90 points	9 (nine) (B)	
			from 91 to 100 points	10 (ten) (A)	
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16			
20.	Language	Macedonian (or English)			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				
	22.1.	Compulsory literature			
		No.	Author	Title	Publisher
		1.	Kory Floyd, Peter W. Cardon	<i>Business and Professional communication: Putting People First</i>	McGraw Hill Education
		2.	Roy Lewicki Bruce Barry David M. Saunders	<i>Negotiation: Readings, Exercises, and Cases</i>	Boston: Irwin/McGraw-Hill
					2014
	22.2.	Additional literature			
		No.	Author	Title	Publisher
		1.	J. Dan Rothwel	<i>In the Company of Others – An Introduction to Communication</i>	Oxford University Press
				2016	