

<b>Title of a course</b>	<b>Business Communication</b>				
<b>Study programme</b>	Undergraduate Professional Study Programme of Sustainable Agritourism				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	2	<b>Semester</b>	III	<b>ECTS credits</b>	4
<b>Goals of a course</b>					
With the help of various forms, techniques and types of communication, bring the business entity to the level of successful communication in the business environment.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 8: Substantiate the selected sales skills and manners of managing the supply chain, procurement and sales process. Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders. Outcome 14: Design and present tourism and catering offer in rural tourism.					
<b>Expected learning outcomes on a level of a course</b>					
1. Define the basic concepts that relate to the theoretical basics of business communication. 2. Independently present professional contents. 3. Apply business communication techniques and skills to familiarize clients with your offer. 4. Communicate with other business entities and different cultures. 5. Substantiate own opinion about the problems analysed in specific business situations					
<b>Content of a course</b>					
An overview of ways and rules of media communication. An overview of basics of research methodology and written communication. Application of the business Croatian language in business communication. Analysis of sentence style, emphasis of the message, clarity, brevity, design and the efficiency of message. Studying about orthographic and grammatical norm; application. Types and models of communication. Public speaking and way of communicating: verbal and non-verbal communication; team and interpersonal communication. Creating marketing materials; basic characteristics.					