

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Poslovno komuniciranje
Course title	Business Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje z okoljem/ 1. stopnja	Ni smeri študija	2. letnik	3.
Environmental Management/ 1 st Cycle	No study field	2 nd year	3 rd

Vrsta predmeta/Course type

obvezni/obligatory

Univerzitetna koda predmeta/University course code

1_UO_2_UN3

Predavanja	Seminar	Sem. vaje	Lab. vaje	Teren. vaje	Samost. delo	ECTS
Lectures	Seminar	Tutorial	Laboratory work	Field work	Individ. work	
30		15			80	5

Nosilec predmeta/Lecturer:

prof. dr. Karmen Erjavec

Jeziki/ Languages:

Predavanja/Lectures:

slovenski/Slovenian

Vaje/Tutorial:

slovenski/Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

- Vpis v drugi letnik študijskega programa.
- Študent mora pred izpitom pripraviti in predstaviti seminarsko nalogo.

- A prerequisite for inclusion is enrolment in the second year of study.
- Students have to successfully prepare and present a seminar paper before the examination.

Vsebina:

Content (Syllabus outline):

- *Opredelevitev komuniciranja:* osnovni pojmi, komunikacijske prvine, načela komuniciranja, komuniciranje kot socialni proces.
- *Vrste komunikacije:* primarna in sekundarna, enosmerna in dvosmerna, intrapersonalna, interpersonalna in množična, verbalna in neverbalna, signalna in simbolna, posredna in neposredna, vsebinska in odnosna komunikacija, zavedna in nezavedna. Komunikacijska povratna zveza.

- *Defining communication:* basic terms, formal elements, principles of communication, communication as a social process.
- *Types of communication:* primary and secondary, one-way, two-way, intrapersonal and interpersonal, verbal and nonverbal communication, signal and symbolic, direct and indirect, substantive and relational communication, conscious and unconscious communication. Communication feedback.

<ul style="list-style-type: none"> • <i>Oblike komunikacije: intraosebne, medosebne, organizacijske komunikacije, govornice, medijsko, masovno, neverbalno, neposredno/posredno komuniciranje.</i> • <i>Poslovno razmerje kot komunikacija: naloge komunikacije v okoljskih ustanovah, cilji okoljskih ustanov na področju komuniciranja.</i> • <i>Ravni komuniciranja.</i> • <i>Komunikacija in vodenje tima.</i> • <i>Dejavniki komuniciranja (didaktični, psihološki, sociološki, andragoški). Razvoj komunikacijskih spretnosti.</i> • <i>Reševanje kompleksnih problemov (linearno, strateško, hipotetično, nevtrarno, cirkularno, reflektivno).</i> • <i>Oblike komuniciranja: pogovori, sestanki, razprave, posvetovanje, dogovarjanje, odločanje.</i> • <i>Organizacija dela kot komunikacija. Komunikacija kot integracija in identifikacija, kot interakcija in diferenciacija, kot informacija in participacija.</i> • <i>Interpersonalna komunikacija. Ovire in Poslušanje, pozorno sledenje, odzivanje, povratna informacija v komunikaciji.</i> • <i>Etika poslovnega komuniciranja.</i> 	<ul style="list-style-type: none"> • <i>Forms of communication: intrapersonal, interpersonal, organizational communication, rumors, media, mass, non-verbal, direct/indirect communicating.</i> • <i>Business relationship as communication: the tasks of communication in organizations, goals of organizations in the field of communication.</i> • <i>Levels of communication.</i> • <i>Communication and managing a team.</i> • <i>The factors of communication (didactic, psychological, sociological, adult education). Development of communication skills.</i> • <i>Solving complex problems (linear, strategic, hypothetical, neutral, circular, reflexive).</i> • <i>Forms of communication: conversations meetings, discussions, consultations, negotiations, decisions.</i> • <i>Organization of work as a communication. Communication as an integration and identification, as an interaction and differentiation, as an information and participation.</i> • <i>Listening, paying attention, responding, feedback in communication.</i> • <i>Ethics in business communication.</i>
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Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

- Bovee, C. L. in Thill, J. (2019). *Business Communication Today*. Boston: Pearson, str. 6–41.
- Eaves, M. H. in Dale, L. (2018). *Successful nonverbal communication: principal and application*. New York: Routledge, Taylor & Francis, str. 81–149.
- Lockerm K. O., Kienzler, D. S. (2017). *Business and administrative communication*. New York: McGraw-Hill Education, str. 13–30.

Priporočljiva literatura/Recommended literature

- Pease, A. in Pease, B. (2008). *Velika šola govornice telesa*. Ljubljana: Mladinska knjiga.
- Thill, J. V. in Bovee, C. L. (2015). *Excellence in business communication*. Boston: Pearson.
- Searles, G. J. (2011). *Workplace communication*. New York: Longman.

Cilji in kompetence:

Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:

- razvoj komunikacijskih sposobnosti in spretnosti v strokovnem okolju (domačem in mednarodnem),
- uporaba informacijsko-komunikacijske tehnologije in sistemov na strokovnih področjih,
- usposobljenost za vodenje, organizacijo in kooperativno timsko delo,
- sposobnost vsestranskega in sistematičnega prilagajanja obravnave stranke glede na relevantne, fizikalne, socialne, kulturne, psihološke, spiritualne in družbene dejavnike,
- usposobljenost za učinkovito komuniciranje (vključujoč uporabo tehnologij) s strankami in sodelavci,
- usposobljenost za učinkovito delo in sodelovalno komuniciranje z vsem podpornim osebjem, da se zagotovi kakovostno organiziranje, vodenje in delovanje tima.

Objectives and competences:

The learning unit mainly contributes to the development of the following general and specific competences:

- development of communication skills and competences in in the professional environment (domestic and international),
- using the ICT and systems in the professional field of work,
- being trained in managing, organizing and cooperative teamwork,
- the ability to adapt the individual all-round and systematic treatment forms of communication of customers according to the relevant physical, social, cultural, psychological, spiritual and social factors,
- the ability for an effective communication (including the use of the ICT) with customers and colleagues,
- the capability for an effective work and cooperative communication with all supporting staff to ensure quality organization, management and functioning of the team.

Predvideni študijski rezultati:

Študent/študentka:

- pojasni pomen komunikologije in procese komunikacije,
- analizira interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost komuniciranja,
- uporablja osnovno znanje in veščine s področja komunikacije,
- pisno, verbalno in neverbalno komunicira,
- kritično vrednotenje komunikacijskih izkušenj,
- je pripravljen/-a na soočanje s komunikacijskimi problemi v delovnem okolju in na iskanje primernih rešitev.

Intended learning outcomes:

Students:

- explain the significance of communicology and processes of communication,
- analyze the interactive performance of factors that affect successfulness of communication,
- use the basic knowledge and skills in the field of communications,
- communicate in written, verbally and non-verbally,
- critically evaluate communication experiences,
- are ready to cope with communication problems in the working environment and to find the appropriate solutions.

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov),

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, examples, problem solving),

<ul style="list-style-type: none"> • <i>seminarske vaje</i>: priprava, predstavitev in uspešen zagovor seminarske naloge (aplikacija pridobljenega znanja, študija primera, kritično presojanje, diskusija, refleksija, vrednotenje). 	<ul style="list-style-type: none"> • <i>seminar tutorial</i>: preparation, presentation and a successful defence of a seminar paper (problem-solving, case studies, critical assessment, discussion, reflection of experience, evaluation, individual and teamwork in the form of workshops).
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Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • izpit • izdelava, predstavitev in zagovor seminarske naloge Ocenjevalna lestvica: ECTS.	60 % 40 %	Types: <ul style="list-style-type: none"> • exam • preparation, presentation and defence of the seminar paper Grading scheme: ECTS.