



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Ana Čuić Tanković, PhD, Assistant Professor	
Name of the course	Business Communication in Tourism	
Study programme	Marketing in Tourism	
Status of the course	Mandatory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	30+0+30
<b>1. Course objectives</b>		
The aim of this course is to teach students how to evaluate different forms of communication (oral and written) through the lectures and practical exercises and to successfully create oral and written communication messages in the internal and external, domestic and international communication environment with the application of modern information and communication technologies.		
<b>2. Course enrolment requirements</b>		
None.		
<b>3. Expected learning outcomes</b>		
The expected main outcome of this course is to prepare students for communication with different stakeholder groups of the business environment, what is more precisely defined through the learning outcomes.		
1. Evaluate the information and facts that are received and transmitted through various forms of communication in the business environment. (7) 2. Evaluate the theoretical knowledge required in the choice of forms and media of communication (7) 3. Create different forms of written and oral communication in business. (7) 4. Manage the complex communication processes in company's internal and external environment. (7) 5. Creative and abstract thinking and integration of digital and information communication media and technology (7)		
<b>4. Course content</b>		
Introduction to communication and business communication. Communication process. Types of messages. Written communication. Oral communication. Nonverbal communication. International communication. Ethics and communication etiquette. Internal communication. Digital communication, technique and technology in communication. Communication in services. Negotiation. Marketing communication and public relations. Characteristics of business communication in tourism and hotel industry.		
<b>5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<b>6. Comments</b>		
<b>7. Student responsibilities</b>		



For submit to the final exam, full-time students must have a minimum of 75% attendance. The achievement of 50% of the aforementioned activities of the teaching process is required.

*8. Monitoring of student work<sup>1</sup>*

Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	0,4
Project	0,3	Continuous assessment	1,7	Report		Practical work	0,1
Portfolio							

*9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*10. Mandatory literature (at the time of submission of study programme proposal)*

Bovee, C. L, Thill J.V.: *Suvremena poslovna komunikacija*, MATE, Zagreb, 2012.

Čuić Tanković, A. *Materials from the lessons 2019/2020*

*11. Optional/additional literature (at the time of submission of the study programme proposal)*

Rouse, J.M., Rouse, S.: *Poslovne komunikacije*, Masmedia, Zagreb, 2005.

Egan, J.: *Marketing Communications*, SAGE Publications Ltd, London, 2015

*12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students

*13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the adoption of the materials will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality System of the University of Rijeka and the Quality Management System Regulation of the Faculty of Tourism and Hospitality Management.

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.