

Study program / course: Mechanical Engineering				
Type and level of study: Master academic studies				
Course: Communication management				
Lecturers: Slavko M. Arsovski				
Status of course: Elective for modules M ₅ , M ₆ and M ₇ , III semester				
Number of ECTS: 6				
Prerequisite: none				
The course objective: The goal of the course is to introduce general theory of communication, dynamics of communication, culture of communication, as well as intern and extern communication. Beside theoretical knowledge, students will master with communication skills, especially in Internet environment, and mobile environment.				
The course outcome: At the end of the course student will be able to: <ul style="list-style-type: none"> • Consider basis of communication science, dynamics of communication, culture of communication, market communication • Implementation of quality principle in intern and extern communication • Knowledge of market communication in Internet environment (B2B, B2C and other) and usage in practice, • Knowledge and usage of m-communication 				
Syllabus: <i>Theory</i> Communicational science, dynamics in communication, culture of communication, psychology of communication, market communication, communication engineering, quality of communication process, communication in Internet/intranet environment, B2B, B2C, mobile communication. Practice: In their research studies students will be trained for general research in the field of the course.				
Recommended reading: <ol style="list-style-type: none"> 1. Banjanin M., Dynamics of communication, Megatrend, Belgrade, 2003 2. Mandic T., Communicatology, Clio, Belgrade, 2003 3. Arsovski Z., Information Systems, CIM center, Faculty of Mechanical Engineering, Kragujevac 4. Arsovski S., Training for Union of Employers: Communication, Krusevac, 2006 				
The number of hours of active teaching:				Other classes:
Theory: 3	Practical classes: 1,4	Other forms of teaching: 0,6	Research study: 0	1
Methods of teaching Classical, frontal lecturing, combined with individual and group approach using modern education equipment. Evaluation of knowledge: tests and seminars.				
Evaluation of knowledge (maximal 100 points)				
Pre-final exam obligations	Points	Final exam		Points
Activities during the classes	10	Written		-
Activities during the exercises	-	Oral presentation		30
Tests:	30			
Homeworks:	30			