**Incoming student mobility**

**Name of UNIOS University Unit: Academy of Arts and Culture in Osijek**

**COURSES OFFERED IN FOREIGN LANGUAGE**

**FOR ERASMUS+ INDIVIDUAL INCOMING STUDENTS**

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| **Department or Chair within the UNIOS Unit** | Department of Culture, Media and Management |

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| Study program | Undergraduate University Study of **Culture, Media and Management** |

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| Study level | Undergraduate (BA) |

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| Course title | INTRODUCTION TO COMMUNICATION STUDIES |
| **Course code (if any)** | BAKM-17 |
| **Language of instruction** | English |
| **Brief course description** | **The aim of the course is to introduce students to the knowledge of communicating through the development, process and application of various forms of communication in contemporary society through theory and practice. Students will adopt, through examples, the structure and principles of communication in various forms and be trained in methods of conducting and evaluating communication channels. Students will be introduced to basic knowledge and skills in the area of communication and given an overview of basic communication theories and techniques. Their adoption is necessary for understanding communication in interpersonal relationships, media and business environment.** |
| **Form of teaching** | Lectures, seminars, practical exercises |
| **Form of assessment** | **Practical tasks and written exam** |
| **Number of ECTS** | 5 |
| **Class hours per week** | 4 |
| **Minimum number of students** | 1 |
| **Period of realization** | Winter semester |
| **Lecturer** | Ivica Šola, e-mail: [ivica.sola68@gmail.com](mailto:ivica.sola68@gmail.com)  Tomislav Levak, e-mail: [tomo.levak@gmail.com](mailto:tomo.levak@gmail.com) |