



Course catalogue

TTF-PB408 Business and professional communication

Programme	Food Technology and Biotechnology
Level	Bachelor's programme
Academic year	IV year
Semester	Autumn Semester
ECTS credits	6 credits
Lecturers	Associate prof. Sashko Martinovski, PhD
Language	Macedonian
Objective	Students get acquainted with basic skills in communicating with others, primarily in a working environment for building a successful professional career. Students learn the basics of successful speaking and get to know the ways of negotiating.
Content	Society, human and social communications. Communication features in the forms of human culture. Building a successful career with the help of communication skills. Negotiating. Basics of successful speaking. Exercises, writing: Electronic mail and notes, Letter - answer on request, direct mail with a complaint, letter with a positive response to a complaint, letter of recommendation for employment, writing successful messages of goodwill, letter of sale, negative messages, denial of request for donation, information report, report, biography (CV), letter of motivation and agenda of the meeting.
Learning materials	Reading from the primary literature are referenced in class and posted to the course website.