

## Psychology of business communication

<b>Unit Title</b>	Psychology of business communication		
<b>Level of Study</b>	7		
<b>Credit Value</b>	3	<b>ECTS Value</b>	3
<b>Home Department</b>	Department of developmental psychology		
<b>Home Faculty</b>	Faculty of philosophy and sociology		
<b>Unit Co-ordinator</b>	Puzyreva Liubava Olegovna		
<b>Key Words</b>	Psychology, Social perception, Communication, Business communication, Effective communication, Skills, Efficiency of business communication, Management, Administration, Leading, Persuasion skills, Establish contacts, Forms of business communication		
<b>Brief Summary</b>	<p>The discipline "Psychology of business communication" is aimed at the formation of knowledge about the psychological characteristics and methods that ensure the effectiveness of business communication, the formation of competencies that are necessary for effective business communication, and, in addition, at the formation of the ability to lead people.</p> <p>At theoretical lectures students will get knowledge about the theory of social perception and business communication, types of business communication, methods of building effective interaction with other people, about the laws of perception of other people, theories about methods of attention management, methods of persuasion, etc.</p> <p>In practical classes students will use in practice all the knowledge gained in the course of theoretical studying, they will work out the skills of effective business communication, will receive the competence necessary for successful communication.</p>		
<b>Indicative Content</b>	<p>The section "Psychological patterns of business communication":</p> <ul style="list-style-type: none"> <li>• Introduction to the psychology of business communication</li> <li>• Social perception. Perception of another person</li> <li>• Types of information perception</li> <li>• Methods of persuasion</li> <li>• Active listening techniques</li> <li>• Techniques of asking questions</li> <li>• The concept of group dynamics. Group decision-making</li> </ul>		

- Leadership and management
- Conflict and factors of cooperation
- Establishment of contacts

The section "Forms of business communication":

- Business meeting
- Public speech
- Business negotiation. Discussion
- Telephone conversations
- Business correspondence
- Resume writing

The section "Self-presentation"