

The psychology of business communication

Lecturer	Satykanova Anara Rysbekovna
Contact Information:	The Department of Philosophy and Social Studies, room 204
Credits:	4
Date:	2020-2021
Purpose and objectives of discipline	<p>The purpose of the course is to make the students acquainted with basic terms of "psychology of communication" mainly in the social-psychological context.</p> <p>The main objective of mastering the course "Psychology of Business Communication" is to study the theory and practice of business communications, to master the skills of communication behavior in public sector organizations. Overall course objectives:</p> <ol style="list-style-type: none"> 1. Describe and explain the different components of communication (sender, receiver, medium, feedback, etc.) 2. Identify potential barriers to effective communication in the public sector and describe several strategies/techniques for avoiding or overcoming each barrier 3. Identify and describe standard media for communicating in and among organizations 4. Identify and discuss key elements or an organization's communication policy and strategy 5. Describe and apply basic knowledge of how communication units function, including communication planning, implementation, and evaluation.
Course description	The terms, theories and concepts will be discussed from the point of view of the business environment. The activity of the students and also self-experience training will be emphasized. Theoretical and practical part of each theme is connected in order for the students to have an example of usage of the given information in various professional positions (a manager, an employee,

	a leader or a member of team, a representative of company, a customer or a businessman). These are the positions in which the students will probably be involved in the labour market.
Prerequisites	General Management, Social psychology, Organization Theory
Postrequisites	<p>As a result of the discipline, students will receive:</p> <ul style="list-style-type: none"> • Knowledge of the nature of communications, the factors of effective communication, the specifics of communicative behavior, barriers that impede effective communication. • Knowledge of the specifics and forms of business communication in public sector organizations, methods of effective listening, clear writing, problems in business communication and methods for overcoming them. • Ability to analyze the audience and / or communication partner and apply adequate methods of attracting and maintaining attention, technology of self-presentation and public speaking, conducting business talks. • Skills for applying these techniques and methods in practice.
Competences	<p>In accordance with the objectives of the GEP and the objectives of the professional activities specified by GES of HPE must have the following competencies:</p> <p>As a result of the development of competency GC-1, the student must:</p> <p>Know the basics of the system of scientific knowledge about the world around us, able to navigate the values of life and culture.</p> <p>Be able to reveal the meaning of put forward ideas, to present considered scientific problems in development, to compare various scientific knowledge on a specific problem, note the practical value of certain scientific provisions and identify the basis on which the concept or system is based on.</p> <p>Obtain working skills with scientific sources and critical literature searching methods, organize and freely present material and methods for comparing ideas of concepts and eras, to have skills in expressing the substantiation of one's position regarding contemporary socio-philosophical problems about the world, the values of life and culture.</p> <p>As a result of mastering the competence of IC-2, a student must:</p> <p>Know the basic rules of modern English and speech culture, the</p>

	<p>characteristic properties of oral and written speech as a means of communication and information transfer.</p> <p>Be able to apply the basic principles of building monological texts and dialogues, be capable of expediently using knowledge of the English language, speech culture and communication skills in professional activities.</p> <p>Effectively own and creatively use the skills of competent writing and speaking, the ability to communicate in professional activities, and cultural speech for an optimal result.</p> <p>As a result of mastering the competence of SIC-3, a student must:</p> <p>Know the basic laws of the development of society, the laws and stages of the philosophical process, the essence of citizenship.</p> <p>Be able to navigate the historic-philosophical and socio-philosophical process, to analyze processes and phenomena occurring in society, to participate in civil life, based on knowledge of social and political concepts and structures of readiness for active and democratic participation.</p> <p>Own the skills of a holistic approach to the analysis of society's problems, the skills of collecting systematization and independent analysis of information about socio-political and economic processes and readiness for active and democratic participation.</p>
Policy	<p>I ask all students to attend regular classes, this will give you the opportunity to do self-study. In addition to illness and other valid reasons, the omissions of the 3 classes will affect the assessment (negatively)</p> <p>Code of Honor: Students should come to the classes prepared. You need to read the given literature and prepare for discussions in the audience. Activity on the class and attendance of the student is noted by the teacher. Cell phones must be switched off during class. Failure to comply with this rule is a violation of ethical conduct.</p>
Methods of teaching:	mini discussion, problem lecture, case study
Final Control	Exam
Law and Legal Acts:	Constitution Of the Kyrgyz Republic;
Main Literature:	1. Psychology of business communication. Reader. / Ed. D.Ya. Raigorodsky. - Samara: BARAKH-M, 2006

	<p>2. Psychology and ethics of business communication: Textbook for universities / ed.by Prof. V.N. Lavrinenko. - M .: UNITI-DANA, 2003 .</p> <p>3. Borozdina G.V. Psychology of business communication: Textbook / -3rd ed. - M .: INFA - M., 2006</p> <p>4. Zaretskaya T.N. Business communication: textbook: - in 2 volumes. T.1,2 - M .: Delo, 2006</p> <p>5. Psychology and ethics of business communication: Textbook for universities / Ed. V.N. Lavrenenko - 4th ed., Revised, add. - M .: UNITI, 2007</p> <p>6. Solyakin A.V., Bogatyreva N.A. Business conversation. - M .: "Prior-Publishing", 2005 .</p> <p>7. Titova L.G. Business conversation. - M .: UNITI-DANA, 2005.</p> <p>8. Urbanovich A.A. Psychology of management. - Minsk: Harvest, 2004.</p>
<p>Additional Literature</p>	<p>1. Andreeva, G.M. Social psychology: a textbook for universities / G.M. Andreeva. - Ed. M .: Aspect Press, 2006.</p> <p>2. Verderber, R. Psychology of communication: a complete course / R. Werderbeer, K. Werderber; Prime-EVROZNAK; M .: OLMA-PRESS, 2003.</p> <p>3. Dzyaloshinsky, IM Business communications. Theory and Practice: A Textbook for Bachelors / I.M. Dzyaloshinsky, M.A. Pilgun. - M .: Yurayt, 2014 .</p> <p>4. Leyhiff, J. M. Business communications: Strategies and skills / J. M. Leyhiff, J., M. Penrose. - SPb.: Peter, 2001.</p> <p>5. Taratukhina, Yu. V. Business and intercultural communications: textbook for universities / Yu. V. Taratukhina, Z. K. Avdeeva. - M .: Yurayt, 2014</p> <p>6. Locker, K. O. Business and administrative communication / K. O. Locker, D. S. Kienzler. 9th ed. - New York: McGraw-Hill / Irwin, 2010 ..</p> <p>7. Murphy, H. A. Effective business communications / H. A. Murphy, H. W. Hildebrandt, J., P. Thomas. - 7th ed. - Boston; Toronto; London: McGraw-Hill, 1997.</p>

	8. Stallard, J. J. Business Communication: A strategic approach / J. J. Stallard, E. R. Smith, S. F. Price. - Homewood: Irwin, 1989.
ISR (CPC)	<ol style="list-style-type: none"> 1. Write an abstract on the topic: "The difference between business and informal communication" 2. Role-playing game: main ethical and psychological principles of business communication 3. Write an essay on the topic "The role of Business communication in running a successful business" 4. Make a literature review on "The Problem of Etiquette application in Working Place. 5. Prepare a speech on the concepts of effective Business Administration through regular communication patterns. 6. Write email to your colleague/administrative staff/Head of the Department. 7. Please describe the correct dress code for business negotiations/ recruiting/ office party. Explain your choice. 8. Write an abstract on video.
Notes	

Calendar-thematic plan for the distribution of hours indicating the week and the topic

№	Date	Topic	Hours amount	Literature	Topics for midterm
1	01.09.20 04.09.20 09.09.20 11.09.20 14.09.20	Subject, main categories and tasks of the psychology of business communication.	8	1. Psychology of business communication. Reader. / Ed. D.Ya. Raigorodsky. - Samara:	1. The relationship between "business communication" and spheres of public life. 2. The object, subject and purpose of science

				BARAKH-M, 2006 2. Psychology and ethics of business communication: Textbook for universities / ed.by Prof. V.N. Lavrinenko. - M .: UNITI-DANA, 2003 . 3. Borozdina G.V. Psychology of business communication: Textbook / -3rd ed. - M .: INFA - M., 2006 4. Zaretskaya T.N. Business communication: textbook: - in 2 volumes. T.1,2 - M .: Delo, 2006 5. Psychology and ethics of business communication: Textbook for universities / Ed. V.N. Lavrenko - 4th ed., Revised, add. - M .: UNITI, 2007 6. Solyakin A.V., Bogatyreva N.A. Business	"business communication". 3. Methods and functions of the science of "business communication".
2	18.09.20 23.09.20 25.09.20 07.10.20	Psychology of communicat ion	8	1. Definition of communication. 2. The essence of communication: its functions, sides, types and forms. 3. Barriers to communication.	
3	09.10.20 12.10.20	Features of creating the image of a business person	4	. 1. Image as a visual psychological characteristic of a person. 2. The components of the image and the mechanisms of its formation. 3. Appearance in business communication. Ru les for a positive image men and women.	

4	16.10.20 – 21.10.20 23.10.20 26.10.20	Psychologic al foundations of business relationships	8	conversation. - M .: "Prior- Publishing", 2005 . 7. Titova L.G. Business conversation. - M .: UNITI-DANA, 2005. 8. Urbanovich A.A. Psychology of management. - Minsk: Harvest, 2004.	1. Psychological foundations of business communication. 2. Perception in the process of business communication 3. Communication as communication 4. Communication as interaction
5	30.10.2004.1 1.20 06.10.20 09.11.20	Business negotiations.	8		1. Negotiation as a kind of communication 2. Negotiation Strategies and Negotiation Dynamics 3. Preparation for negotiations 4. Negotiating
6	13.11.20 18.11.20 20.11.20 23.11.20	Style and socio- psychologic al problems of leadership	8		1 concept of leadership style 2. Classification of leadership styles 3. Choosing the optimal leadership style. 4. Psychological problems of leadership

7	27.11.20 02.12.20 04.12.20 07.12.20	Types of conflicts and conflict management	8		<ol style="list-style-type: none"> 1. The concept of conflict, its essence 2. Behavior in conflicts. 3. Strategy of behavior in a conflict situation
8	11.12.2016.1 2.20 18.12.20	Stress. Gaining resistance to stress in business communication.	6		<ol style="list-style-type: none"> 1. Concept and nature of stress 2. Causes and sources of stress. 3. Prevention of stress in business communication 4. Individual strategy and tactics of stress-resistant behavior. 5. Influence of self-esteem of a person on her stress resistance.

9	21.12.20	Ethics of business communication	2		General ethical principles and nature of business communication.
		Total	60 h		

The schedule of Independent Students' Research.*

№	Weeks Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total points	
		October				November				December									
1	Current Control								-										20
2	Deadline of IWS								-										20

*SISR – the schedule of Independent Student's research.

Note: The schedule for midterm and final control is established by the Training Department.