



**Physiology of business communication**

<b>Instructor:</b>	Sydykova Nurzhan Alymuhambetovna (senior teacher) Experience: 16 years
<b>Contact Information</b>	Working hours: Tuesday – Friday Contact number: 0706 744 644
<b>Number of credits</b>	4
<b>Time</b>	2019-2020 academic year, 5 semester
<b>Goal of the course</b>	The goal of the course is to adjust students' knowledge in the field of business communication and modern etiquette in accordance with the new conditions of society. o introduce students in the circle of cultural and historical knowledge, moral values and materials not used by science and society, to develop world outlooks for students to understand the basic principles behavior, awareness of the subject of business relations.
<b>Description of the course</b>	<p>In accordance with the state standard, the training course "Psychology of Business Communication" contains the following sections: Generalization as a socio-psychological problem. Business communication, its types and forms .Business relations. Communication with people is a science and an art. Both natural abilities and education are important here.</p> <p>The course "<b>Psychology of Business Communication</b>" in the educational process is also determined by the fact that it gives:</p> <ul style="list-style-type: none"><li>- the ability to build relationships with people,</li><li>- to find an approach to them, they need to be placed to oneself,</li><li>- this skill is the basis of life and professional success.</li></ul>
<b>Pre requisites</b>	<p>At the beginning of the course, the student is required</p> <ul style="list-style-type: none"><li>-Sufficient readiness to perceive the scientific terminology of humanitarian knowledge and understanding of the ideas and laws of the psychology of business communication. Communication with people is a science and an art. That's why the one, who wants to achieve success in interaction with other people, must learn this - an important role for successful mastery of the psychology of business communication is played by inner motivation and self-stimulation of a person. Here, the psychological attitude to a serious and in-depth study of the psychology of communication, personal interest in the knowledge of the psychology of business communication, as an essential component of a highly educated cultural and intelligent person, is important.</li></ul>
<b>Post-requisites</b>	<u>At the end of the course, the student must know:</u>

	<ul style="list-style-type: none"> <li>- the concept of the psychology of business communication, its types and forms;</li> <li>- establish contacts with business partners;</li> <li>- to gain success in negotiations;</li> <li>- creating a climate of business cooperation, trust and respect;</li> <li>- use of psychological techniques will give the ability to work on yourself and strive for success.</li> </ul>	
<b>Competence</b>	<p>In order to acquire cognitive competence,(ок-1, 2) the student must:</p> <p>Know: Definition of the concept of "communication". The structure and means of communication. The communicative side of communication. Interactive side of communication. Perceptual side of communication. Business communication: business negotiations, business meetings, public performance.</p> <ul style="list-style-type: none"> <li>- Be able to: to build relationships with people, formulate a correct cultural speech, express their position on the basic principles of business communication.</li> <li>- Can: create of a climate of business cooperation, trust and respect. Apply theoretical knowledge about the psychology of business communication to the cultural traditions of different countries in the context of globalization.</li> <li>- Know - his personal role in society;</li> <li>- Own - skills of development of personal qualities, self-regulation; the ability to defend one's point of view in the course of cultural and humanitarian discussions, using elements of scientific argumentation.</li> </ul>	
<b>Politics of the course</b>	<p>For successful mastering of the course "Psychology of business communication" "students are expected to participate in all types of classes:</p> <ul style="list-style-type: none"> <li>- attending contact classes;</li> <li>- writing the main ideas of lectures, recommended primary sources;</li> <li>- preparing SRS;</li> <li>- delivery of modules;</li> <li>- participation in excursions with the subsequent written composition;</li> <li>- timely execution of tasks</li> </ul>	
<b>Teaching methods</b>	Practical lessons, lectures, audio video lessons, power point presentations, discussion, debate	
<b>Form of control the knowledge</b>	<b>General rating of the</b>	<b>Grade</b>
	85-100	5 (excellent)
	75-84	4 (good)
	55-74	3 (satisfactory)
	0-55	2 (unsatisfactory)

	<p><b>Attendance:</b> 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><b>Code of Honor:</b> 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>
<p><b>Main Literature</b></p>	<ol style="list-style-type: none"> <li>1. G. Borozdina psychology of business communication "higher education". Moscow, 2013 Edited by Professor Vladimir Nikolayevich</li> <li>2. Lavrinenko Psychology and Ethics of Business Communication Publishing Association "UNITY Moscow 1997"</li> <li>3. Debolsky M. Psychology of business communication. - M., 1992</li> <li>4. Zholobov Y.V. The path to dialogue. Psychology of business communication. 2010</li> <li>5. Andreev V.I. Conflictology. The art of dealing with a dispute, negotiations. Kazan, 1992</li> <li>6. Atwater I. I listen to you. - M., 1984.</li> <li>7. Bern E.: Psychology of human relationships: Trans. Moscow: Progress, 1988.</li> <li>8. Bodalev AA Personality and society. - M., 1983.</li> </ol>
<p><b>Additional literature</b></p>	<ol style="list-style-type: none"> <li>1. Brudny A.A. Understanding and communication. - M., 1989.</li> <li>2. Weinzwieg V. Ten commandments of the creative personality. - M.,</li> <li>3. Granovskaya P.M. Elements of practical psychology. - L., 1984.</li> <li>4. Danilova N.I. Emotional states: mechanisms and diagnostics. - M., 1985.</li> <li>5. Dashkov LP. How to succeed in business. - M., 1993.</li> <li>6. Jampolsky J. How to find inner balance. - M., 1990.</li> <li>7. Deep S., Sesmen L. The Right Way to Success: 1600 Tips for Managers. - M., 1995. Dobrovitch A.A. Communication: science and art. - M., 1989.</li> <li>8. Dobrotvorsky I. Technology of Success: All you need to know is to achieve success. -M.1996.</li> </ol>
<p><b>Notes</b></p>	<p>For missed classes you must write a written work. Extra points for such work are not given.</p> <p>Consultations with the teacher, check of abstracts should be agreed with the teacher at the Department of Philosophy, Social and Humanitarian Disciplines, 2nd floor room 204.</p>

**Deadline for self study works**

2	Deadline for self study works	28.09.2019-3.10.19г.	2.11.2019 – 07.11. 2019г.	14.12.2019 – 19.12.2019г.
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**Calendar thematic plan for the distribution of hours indicating the week and topics**

№	Date	Theme	number	Literature	Preparing questions for modules
1	2.09.19 6.09.19	Communication as a socio-psychological problem	4	G Borozdina psychology of business communication	1. Society as a socio-psychological problem 2. Characteristics of business communication.
2	9.09.19 13.09.19	Business communication, its types and forms	4	"higher education". Moscow, 2013 Edited by Professor	3. Types and forms of business communication 4. Factors of Determination of Personal Behavior
3	17.09.19 27.09.19	Factors of determination of personal behavior  Enterprise and understanding in the process of communication	8	Vladimir Nikolayevich Lavrinenko Psychology and Ethics of Business Communication	5. Perception and understanding in the process of communication 6. Technology of business communication.
4	30.09.19 11.10.19	Establishment of relationships  Technology of business communication	6	Publishing Association "UNITY Moscow 1997" 2. Debolsky M. Psychology of business communication. - M., 1992	7. Nonverbal features in the process of business communication 8. Communication as interaction
5	14.10.19 24.10.19	Non-verbal features in the business communication process	8	3. Zholobov Y.V. The path to dialogue.	1. Business conversation as the basic form of business

		communication as interaction		Psychology of business communication	2. Psychological aspects of the negotiation process.
6	28.10.19 1.11.19	Business conversation as the main form of business communication	4		3. Creation of a favorable psychological climate during negotiations 4. Listening to a partner as a psychological device
7	4.11.19 15.11.19	Psychological methods of influencing a partner.  Psychological aspects of the negotiation process	6		5. Technics and tactics of argumentation 6. Forming a negotiation room 7. National styles of business negotiations 8. Debate, discussion, polemic. Origin and psychological features.
8	18.11.19 22.11.19	Psychological features of public speech	4		Image of a business person.
9	25.11.19 29.11.19	Debate, discussion, polemic. Origin and psychological features	4		1. Classification of personality psychotypes in business communication. 2. Social and psychological characteristics of the collective 3. Role of leader in the formation of the team 4. Behavior of a business person
	2.12.19 6.12.19	Classification of personality psychotypes in business communication	4		5. Psychological aspects of business methods. 6. Presentation and norms of business etiquette

10	9.12.19 13.12.19	The behavior of an interpreter in business communication	4	60	7. Business communication by phone
11	16.12.19 20.12.19	International etiquette	4		8. The translator's behavior in business communication.
		Total Hours			9. International etiquette

### Schedule for students self study works

№	Weeks monthes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total points
		October				November						December						
1	Current control	1.10.19 4.10.19				4.11.19 9.11.19						9.12.19 14.12.19						
2	Deadline for self study works.	14.10.19 18.10.19				18.11.19 22.11.19						02.11.19 05.12.19						