



BUSINESS COMMUNICATION IN ORGANIZATION (PRACTICAL WORK)

Credit points	3 CP		
The Abstract of the course	<p>In this course, the material is examined within a theoretical and methodological framework which facilitates understanding of the nature of business communication. The course is focused on types, methods, means and sources of communication competence that should correspond to the social orientation of the market. For each topic of this course, there is a minimum theoretical material provided during the course lectures. Self-evaluation questions offer an opportunity to think again about the main topics discussed during the lectures and prepare for workshops.</p> <p>Communication competence requires constant training aimed at developing business communication skills. Therefore, within this course, such methods as interactive learning, business games, and mini-trainings are implemented during the workshops. Mini- trainings are organized individually by each student using an independently developed program based on a real organizational task.</p>		
Aim of the study course	<p>Improve the effectiveness of aspiring specialists in the field of modern business communication theory and practice.</p>		
Objectives of the course	<ul style="list-style-type: none"> • Introduction to the main mechanisms and patterns of business communication, as well as methods and means for effective interaction in professional activities. • Introduction to skills and techniques of rapport building, active listening, discussions, speaking at meetings, public speaking, business negotiations. • Introduction to business communication ethics and etiquette. • Further knowledge and skills development. Development of a training program algorithm aiming at communicative competence improvement based on a real case, introduced during discussions. 		
Study course results	Knowledge	Skills	Competences
	<ul style="list-style-type: none"> • Understand the importance of communication technologies in personnel management. • Understand communication technologies used in business communication. • Understand how a psychologist can implement communication technologies while working in an organization. 	<ul style="list-style-type: none"> • Systematize and analyze methods and techniques of communicative psychotechnologies, • Identify problems and choose suitable communicative psychotechnologies in the process of a psychologist's work in an organization. • Apply knowledge and skills into practice. • Apply the acquired knowledge for professional development. • Apply the principles of professional ethics. 	<ul style="list-style-type: none"> • Independently identify and solve problems in an organization using communicative psychotechnologies. • Competently organize a business discussion, brainstorming, etc. • Taking responsibility for own professional decisions. • Enhance professional competence by improving professional communication skills. • Competently adhere to professional ethics standards.
Study course content	Topics		
	1	Introduction to study subject, basic concepts and definitions. Communication as a sociopsychological mechanism of interaction in professional activities. Communicative competence and its structure.	
	2	Verbal and non-verbal communication in business.	



	3	Manipulative style in professional communication. Manipulation detection and counteractions. Conscious/unconscious communication and lies. Lie detection.
	4	Business etiquette in professional communication. Business image. Cultural differences in business communication.
	5	Psychological aspects of a business discussion, public speaking, business conversation, presentation, meeting, press conference.
Form of assessment:	Differentiated credit pass	
Obligatory literature:	<ol style="list-style-type: none">1. Krizan, A.C., Merrier P. (2010) Business communication. 7th edition.- Thomson, 677 p. (CD)2. Clinch, J. (2015) Business communication. Emile Woolf International, 222 p. (CD)3. Thulasively, K. (2014) Business Ethics, corporate social responsibility and governance. 114 p.(CD)4. Cornelissen, J. (2007) Corporate Communications. Theory and Practice. SAGE, 206, [8] p.(ES).5. Hargie, O (2009) Auditing organizational communication. A Handbook of research, theory and practice. Routledge. 518 p. (CD)6. Miller, K. (2009) Organizational Communication. Approaches and Processes. 5th ed.Wadsworth Cengage Learning, 318 [18] p. (International Student Edition).7. Cook, R. (2005) Guide to Business Etiquette. New Jersey: Upper Saddle River, 117 p. (PrenticeHall Series in Advanced Business Communication).8. Hargie, O (2016) Skilled interpersonal communication. Research, Theory and Practice.Routledge, 542, [12] p. - (ES).9. Guffey M., Loewy D. (2019) Essentials of business communication. Cengage Learning. 610 p.10. Apsalons, E. (2013). Komunikācijas kompetence: kā saprasties un veidot attiecības. Rīga:Zvaigzne ABC, 304 lpp.11. Ezera, I. (2007). Lietišķā komunikācija. Rīga: Multineo, 114 lpp.	
Additional literature:	<ol style="list-style-type: none">1. Thill, J., Bovée, C. (2005) Excellence in Business Communication 6th ed. Prentice Hall. 546, [108] p.2. Munter, M. (2003) Guide Managerial Communication. Effective Business Writing and Speaking6th ed. Peason Education, Inc., 198 p. (Prentice Hall Series in Advanced Communication)3. Varner, I., Beamer, L. (2011) Intercultural Communication in the Global Workplace. 5th ed.McGraw-Hill, 503, [24] p.4. Efektīva komunikācija (2006) . no angļu val. tulk. Agnese Opule. Rīga: LID (Harvard BusinessReview on)5. Herbsts, D.(2007) Komunikācija uzņēmumā. no vācu valodas tulk. Silvija Gibiete. ZvaigzneABC, 119 lpp.6. Veinberga, S.(2019) Komunikācija. Teorija un prakse / Sandra Veinberga. - Izdevniecība "Savagrāmata", 331 lpp.7. Apele, A. (2014). Prasme runāt publiski. Rīga : Zvaigzne ABC,1368. Bredberijs, E. (2008). Izcilas prezentācijas prasmes. Rīga : Zvaigzne ABC, 139.	
Periodicals and electronic databases:	<ol style="list-style-type: none">1. Harvard Business Review: https://hbr.org/2. Journal of Business Communication: https://journals.sagepub.com/home/jbc3. Communication World: https://www.iabc.com/communication-world/4. ProQuest: https://www.proquest.com/5. Business Source Complete: https://www.ebsco.com/products/research-databases/business-source-complete	
Changes and additions to the program and literature list are possible during the study process		

