

PSYCHOLOGY

Title of Study Programme and Code		Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Business Management 6531LX076		Compulsory	1 st	1 st year
Semester/trimester when the component is delivered		Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
2 nd		3 ECTS	English	
Learning outcomes			Study methods	Assessment methods
After completion of the study subject, a student should be able:			Interactive lecture; Literature study; Practical work; Analysis of problematic situations; Case study; Workshops; Group work; Literature study.	Defense of practical work; Group work; Project work.
LO 1	To keep professional ethics rules.			
LO 2	To explain communication differences between different cultures, nationalities.			
LO 3	To analyze personal behaviour in conflict situations.			
LO 4	To manage tourism organization human resources.			
LO 5	To explain the reasons of human activity.			
LO 6	To analyze communication act and its structure.			
LO 7	To foresee constructive conflict resolving ways.			
Prerequisites (these courses must be sucessfully completed prior to taking this particular course)				
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Course content				
1. Basics of human behaviour: basics of biological behaviour; bahaviour motivation aspects. 2. Communication conception: aspects of communication process, social conception. 3. Verbal communication forms: notification conception, notification code/encode. 4. Nonverbal communication forms: body language, gestures, mimics, personal style. 5. Communication act and its structure. Interpersonal acting.				

6. Conflicts; reasons and resolving ways; Personal types.
7. Intrapersonal communication. Self-knowledge, evaluation. Personal image creation, self-expression, personal values.
8. Multicultural communication differences: standards and differences; individuality and collectivism; formal and non-formal business cultures; nonverbal behaviour in different cultures.
9. Communication process management. Psychological self-regulation: stress management, self-development.

Recommended or required reading and other learning resources/tools
<ol style="list-style-type: none">1. Dale Manson, Charles Covey (2019). Communication Psychology.2. Gardiner W. (2008). The Psychology of Communication.3. Klaus Fiedler (2007). Social Communication.

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