

**Academic discipline:
"Business communication culture"**

Code and name of specialty	1-01 02 01 Primary education
Training course	3
Semester of training	6
Number of class hours:	60
Lectures	20
Seminar classes	-
Practical classes	40
Laboratory classes	-
Form of current assessment (credit/differential credit/exam)	Credit
Number of credits	3
Competencies to be formed	Mastering of the academic discipline "Business communication culture" is aimed at the formation of <i>basic professional competencies</i> : to carry out effective interaction with participants of the educational process based on the norms of pedagogical ethics.
<i>Summary of the content of the academic discipline:</i>	
<p>The content of the academic discipline "Business communication culture" includes work in the following fields: the importance of speech culture in the life of modern man; rules of business communication; communicative qualities of speech (correctness, accuracy, purity, relevance, logic, expressiveness); ethical norms of relationships with colleagues, partners, clients; basic techniques and methods of communication: the rules of listening, conversation, persuasion, consulting; forms of address, statement of requests, expressions of gratitude, ways of argumentation in the production situations; peculiarities and types of speech activity, the order of preparation for a performance, the most important techniques of influencing the audience and communicating with it in the process of speech; components of the appearance of a business person: suit, hairstyle, makeup, accessories.</p>	