

Economics, bachelor's degree, full-time study

Discipline: B1.B.02 "Economic Psychology"

2 ECTS, 72 academic hours.

Control form: pass/fail.

1. Annotation

Theoretical foundations of economic psychology, communication techniques and technologies of business communication in tourism.

Negotiation is a type of communication in which the parties try to persuade each other to achieve their short-term or long-term goals by, for example, compromise or softening their negotiating positions. Among the theories and strategies of negotiation, there are two main strategies that can be grouped into distributive and integrative. Distribution negotiations are an approach to negotiation in which the parties try to share something (win-loose approach), while an integrative negotiation approach is an approach in which the parties agree together and find a mutually beneficial solution during negotiations (win-win approach). Distributive negotiations are defined in theory as more competitive, in which the parties fight to win, while the integrative approach is a closer collaboration approach.

The purpose of this course is to develop students' basic knowledge in the field of negotiations, familiarization with the psychology of negotiations as a scientific discipline and its place in the theory of negotiations. Providing students with theoretical knowledge and skills development of psychological approaches in the psychology of negotiation.

Communication with other disciplines. This discipline is closely related to disciplines such as "Management", "Strategic Management", "Communications", "Business Ethics and Communications", which include elements that are widely used in the negotiation process.

Requirements for the initial levels of knowledge and skills of students for passing the discipline. When studying the discipline, course participants must have basic knowledge in the field of psychology and management.