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| <b>STUDY PROGRAMME</b>     | <b>AGRIBUSINESS TECHNOLOGIES, 653D70003</b>  |
| <b>SUBJECT TITLE</b>       | <b>Basics of Communication</b>   |
| <b>NUMBER OF CREDITS</b>   | 4  |
| <b>DURATION OF SUBJECT</b> | Total: 106 hours (62 contact hours, 44 self-study hours)   |
| <b>TEACHING PERIOD</b>     | Autumn Semester  |
| <b>SUBJECT CONTENT</b>     | <p><b>Subject objective</b><br/>Provide knowledge and skills necessary to develop the competence of eloquence, rhetorical skills and communication, and effectively apply negotiation and management principles in practice.</p> <p><b>Learning outcomes</b><br/>Will communicate and cooperate in various communicative situations, express thoughts reasonably taking part in consultations. Will be able to work independently and in a team, solve problems, make managerial decisions and provide proposals for agricultural business management.</p> <p><b>Content (topics)</b></p> <ol style="list-style-type: none"> <li>1. Communication art and science.</li> <li>2. Social awareness.</li> <li>3. Communication process.</li> <li>4. Nonverbal communication.</li> <li>5. Conflicts.</li> <li>6. Negotiations.</li> </ol> |
| <b>ASSESSMENT</b>          | The final assessment is a cumulative score, which is the sum of the intermediate settlements received during the whole semester, and the exam assessments.   |
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