

Information sheet for the course Social Communication and Etiquette

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>LZPV49</i>	Course unit title: <i>Social Communication and Etiquette</i>
Type of course unit: <i>compulsory optional</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>3rd semester 2nd year</i>	
Degree of study: <i>II. (engineer, magister)</i>	
Course prerequisites: <i>none</i>	
Assesment methods: <i>During the semester, students fulfill partial tasks: creation of a business card, invitation, addressing of a model social situations and 75% attendance at lectures. Student is allowed to register for the exam only after their completion. The final grade is obtained by passing a written test which evaluated in accordance with the Rules of the study. Evaluation A - at least 55 points Evaluation B - at least 50 points, Evaluation C - at least 45 points, Evaluation D - at least 40 points, Evaluation E - at least 35 points.</i>	
Learning outcomes of the course unit: <i>A student completing the course acquire basic knowledge and comprehensive overview of the theoretical and practical information on the etiquette, the rules of social behavior, business protocol, the rules at work place, in business and in the business world. The student acquires an overview on the spectrum of customary and codified rules of etiquette in the EU. The student will know the principles and rules of etiquette, terminology of diplomatic protocol as a set of international and national rules governing external (formal) dimension of diplomatic relations and diplomatic ceremonies, protocol order. The student will understand the theoretical framework of social behavior, professional image, business and working protocol as well as diplomatic protocol, based on the fundamental psychological concepts and relationships of social communication. After successful completion of a learning process, the student will be able to behave in accordance with the principles of etiquette, and make use of business cards, invitations, to conduct introductions, to dine formally, and to organize social event. Comprehended principles and acquired skills are becoming a prerequisite for the development of cultured personality.</i>	
Course contents: <i>1. Social communication and social perception as part of the profession. Errors of social perception, effective communication and barriers in social communication.</i> <i>2. Professional image and social communication. Etiquette as a set of rules and customs, unwritten practice of ethical standards, regional differences.</i> <i>3. Basic principles and social etiquette (greetings, introductions, social preference).</i> <i>4. Small talk, business cards, gifts.</i> <i>5. Professional standard in oral and written communication - etiquette of telephone communication and correspondence.</i> <i>6. Social events and dressing code at social, work related and public events.</i> <i>7. Dining and catering.</i> <i>8. Business etiquette.</i> <i>9. Etiquette and specificities of social customs in selected countries.</i>	

10. Introduction to diplomatic protocol, legislative norms and their international character.
 11. Diplomatic correspondence - invitations, business cards, introductions, gifts in diplomatic practice.
 12. Social events in diplomatic practice.
 13. The principles of protocol and related rules in the Slovak Republic.

Recommended of required reading:

- Živčicová, E.: *Základy psychológie*. TnUAD, Trenčín 2011
 Živčicová, E.: *Základy psychológie učenia*. Univerzita Jana Amose Komenského, Praha 2011
 Živčicová, E.: *Základy psychológie*. Učebné texty. TnUAD, Trenčín 2006
 Živčicová, E.: *Profesionálna komunikácia*. In: *Finančný manažment a controlling*. Iura Edition, Bratislava 2008
 Živčicová, E.: *Neverbálna komunikácia*. In: *Personálny manažment nielen pre personalistov*. Iura Edition, Bratislava 2009
 Carnegie, D.: *Ako komunikovať pri obchodnom jednaní*. C. d. institute, Praha 1995
 Jay, R. – Templar, R.: *Velka kniha manažerských dovedností*. Grada, Praha 2006
 Kohout, J. : *Rétorika – umenie mlúvit a jednat s lidmi*. Grada, Praha 2005
 Kováč, M. – Mattoš, B.: *Etiketa a spoločenské správanie*. Ekonóm, Bratislava 2006
 Soroková, T.: *Breviár psychológie*. TU, Košice 2004
 Tóth, L.: *Diplomatický protokol*. Ekonóm, Bratislava 2004
 Vybíral, Z.: *Lži, polopravdy a pravda v ľudskej komunikaci*. Portál, Praha 2003
 Vybíral, Z.: *Psychologie lidské komunikace*. Portál, Praha 2002
 Časopis FSEV – Sociálno-ekonomická revue

Language: Slovak

Remarks:

The course is offered in the winter semester of the second year of full-time graduate studies and in the winter semester of the second year of external graduate studies. This course is required elective.

Evaluation history:

A	B	C	D	E	FX
15.38	38.46	28.81	12.82	3.85	1.28

Lectures:

PhDr. Eva Živčicová, PhD.

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Supervisor: *doc. Mgr. Sergej Vojtovič, DrSc.*