**Course Syllabus**

|  |  |
| --- | --- |
| Institution | University of Petroşani |
| Faculty | Sciences |
| Field of study | Business Administration |
| Level | Bachelor |
| Program of study | Economy of Commerce, Tourism and Services |

|  |  |
| --- | --- |
| Course | **Commercial Commmunication** |
| Code | C.G.2.2.11 |
| Year of study (semester) | II (IV) |
| Number of hours | 56 |
| Number of credits | 4 |
| Professor | Assoc. Prof., Ph.D. GUŢĂ Anca Jarmila |

|  |  |
| --- | --- |
| **No.** | **Topic** |
|  | General considerations on interpersonal communication, contemporary approaches to communication |
|  | Basic rules, typology, elements, levels and styles of communication |
|  | Intrapersonal, interpersonal and group communication |
|  | The types of language used in communication |
|  | General business negotiation considerations |
|  | Forms of negotiation in communication |
|  | Elements and styles of negotiation |
|  | Strategies and tactics in negotiation |