

## RTU Course "Communication Psychology in Real Estate Business"

22501 Department of Construction Entrepreneurship and Real Estate Economics and Management

### General data

Code	IBO576
Course title	Communication Psychology in Real Estate Business
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Professional
Field of study	Civil Construction and Real Estate Management
Responsible instructor	Raja Kočanova
Academic staff	Ineta Geipele Tatjana Tambovceva
Volume of the course: parts and credits points	1 part, 2.0 Credit Points, 3.0 ECTS credits
Language of instruction	LV
Annotation	During the study course students acquire knowledge and understand basic functions, processes and elements of communication. Students are introduced to the types of contacts in real estate transactions. Students understand the importance of verbal and non-verbal communication in real estate transactions, principles of team collaboration, and peculiarities of communication in a company.
Goals and objectives of the course in terms of competences and skills	To present the students with the understanding of the importance of communication in real estate transactions on a management level.
Structure and tasks of independent studies	Students participate in discussions, independently analyze and evaluate situations, make and justify decisions. Independently analyzes the practical situations in everyday life, creating an essay on the chosen mode of communication in the industry.
Recommended literature	Curtis P. Haugtvedt, Karen A. Machleit, Richard Yalch. Online consumer psychology: understanding and influencing consumer behavior in the virtual world. - Routledge, 2005. - 551 pp. ISBN 0805851542, 9780805851540 Daniel M. Hausman, Michael S. McPherson. Economic analysis, moral philosophy, and public policy. - Cambridge University Press, 2006, 342 pp. ISBN 052160866X, 9780521608664 Dawson C. The Complete Guide to Property Development for the Small Investor. - Kogan Page, Limited, 2007, 253 lpp. ISBN 0749450029 Dubkēvičs, L. Organizācijas kultūra / Lotārs Dubkēvičs. Rīga : Jumava, 2009. 182 lpp. : shēmas, tab. ; Biroja sērija . ISBN 9789984387024. Eklund, J. E. Corporate governance, private property and investment / Johan E. Eklund. Jönköping : Jönköping International Business School, 2008. 189 lpp. : diagr. ; JIBS dissertation series no. 049 . ISBN 9189164873. Geipele, Ineta. Stratēģiskie pārvaldības lēmumi: preces izplatīšana tirgū, marketinga loģistika, merčendaizings : mācību grāmata / Ineta Geipele, Kristīne Fedotova ; Rīgas Tehniskā universitāte. Inženierekonomikas fakultāte. Būvuzņēmējdarbības un nekustamā īpašuma ekonomikas un vadīšanas katedra. Rīga : RTU Izdevniecība, 2007. 180 lpp. : il. ; ISBN 9789984325651. Jack Rabin. Encyclopedia of public administration and public policy: ... Update supplement. - Taylor & Francis, 2005. - 344 pp. ISBN 0849338956, 9780849338953 Kotler Ph. Marketing management. - Pearson Education Italia, 2007, 976 lpp. ISBN 887192293X The ontology and modelling of real estate transactions / edited by Heiner Stuckenschmidt, Erik Stubkjær, Christoph Schlieder. Aldershot, Hampshire ; Burlington, VT : Ashgate Publ., 2003. 170 lpp. : International land management series . ISBN 0754632873. Thomas Birkland. An Introduction to the Policy Process: Theories, Concepts, and Models of Public Policy Making. - M.E. Sharpe, 2010, 376 pp. ISBN 0765625326, 9780765625328 Vanags J. Nekustamā īpašuma ekonomika : mācību grāmata / Jānis Vanags. - Rīga : RTU izdevniecība, 2010., 297 lpp.
Course prerequisites	Subject is based on knowledge acquired in previous study period

### Course outline

Theme	Hours
Introduction to Psychology of Communication	4
Relations Strategy	6
Communications: Psychological, Ethical and Cultural Issues	4
Process of Communication: Essence, Functions and Types	2
Communications in Real Estate Transactions: Influences	4
Importance of Verbal and Non-Verbal Communication in Real Estate Transactions	4
Communication and Human Relations in a Group	2
Principles of Team Work. Specifics of Business Communications in a Company	2
Emerging of Conflicts. Principles of Conflict Resolution	4

**Learning outcomes and assessment**

Learning outcomes	Assessment methods
Ability to identify and provide Psychological, Ethical and Cultural Aspects of Communication	case studies, group work
Ability to tell the Essence, Functions and Types of Communication Process	case studies, exam
Identification Communication Influences in Real Estate Transactions	case studies, essay
Understanding the Importance of Verbal and Non-Verbal Communication in Real Estate Transactions	case studies, exam.

**Study subject structure**

Part	CP	Hours per Week			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	2.0	1.0	1.0	0.0		*	