

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
International Economic Relations and Project Management Department

SYLLABUS
of the normative educational component
«Business Communication»

| | |
|-----------------------------|--|
| Degree | Bachelors |
| Field of study | 029 «International relations» |
| Program subject area | 292 «International economic relations» |
| Study program | «International business» |

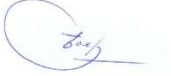
Syllabus of educational component «Business Communication» bachelor's training for the students – degree 029 «International relations», program subject area 292 «International economic relations», study program «International business»

AUTHOR PhD in economics, associate professor of
International Economic Relations and
Project Management Department

Viktoriia Kukharyk

Approved

Guarantor of the educational-professional program


_____ (Prof. A. Boiar)

Syllabus of educational component was approved at the meeting of the International Economic Relations and Project Management Department

Protocol # 1 as of «29» August 2024

Deputy Head Department



Prof. A. Boiar

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

| Titles | Branch of knowledge, Specialty, Education Degree | Nature of the academic subject |
|---|--|--------------------------------|
| Full-time study | 29 International Relations 292 International Economic Relations, International Business Bachelor | Normative |
| Total amount of academic hours / Number of credits 90/3 | | Year of education: 4 |
| | | Semester: 8 |
| | | Lectures: 20 h. |
| Individual scientific research task : + | | Seminars: 20 h. |
| | | Independent work: 44 h. |
| | | Consultations: 6 |
| | | Form of control: test |
| Language of learning | | English |

II. INFORMATION ABOUT THE LECTURER

| | |
|---------------------|---|
| Lecturer | <u>Viktoria Kukharyk</u> |
| Degree | <u>PhD in Economics</u> |
| Academic title | - |
| Position | associate professor |
| Contact information | kucharyk.viktoria@vnu.edu.ua |
| | 0957885233 |
| Days of classes | http://94.130.69.82/cgi-bin/timetable.cgi |

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Annotation of the course

The academic course "Business Communications" aims to develop students' professional competencies in business communication necessary for effective interaction at various levels of the business environment. Throughout the course, students will learn about the main characteristics of business communications, effective communication skills, and the specifics of internal and external communications for managers. Special attention is given to business communication tools, techniques for conducting business conversations, communicative competence in various forms of interaction, written business communication, and overcoming communication barriers. Additionally, students will study methods of avoiding manipulation, managing conflicts, and the specifics of cross-cultural interaction in business.

2. Prerequisites – Psychology of Interpersonal Interaction, Diplomatic Protocol and Business Etiquette, Firm Economics, International Trade.

3. Purpose and tasks of the educational component.

The **purpose** of studying "Business Communications" is to develop students' professional competencies necessary for effective communication in the business environment, develop theoretical knowledge and practical skills in using modern information and communication technologies, master the principles and norms of business etiquette, and prepare for successful activities in a globalized business environment.

The **task** of course include developing students' ability to apply effective methods, tools, and technologies of business communication; mastering written and oral business communication skills in accordance with etiquette norms; analyzing and overcoming barriers in business communications; developing competence in negotiations, conflict management, and the use of modern technologies in business conversations.

4. Learning outcomes (competencies).

| | | | |
|-------------|---|--|--|
| Competences | <p>Integral</p> <p>The ability to solve complex specialized problems and practical problems in the field of international economic relations in general and international business in particular, as well as in the learning process, which involves the application of new theories and methods in conducting comprehensive research of world economic relations, is characterized by complexity and uncertainty.</p> | <p>General</p> <p>GC 3. Ability to study and be modernly trained.</p> <p>GC 4. Ability to plan and manage time.</p> <p>GC 5. Ability to communicate in the state language both orally and in writing.</p> <p>GC 6. Ability to communicate in foreign languages.</p> <p>GC 7. Skills in the use of information and communication technologies.</p> <p>GC 8. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 9. Ability to be critical and self-critical.</p> <p>GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>GC 11. Ability to work in a team.</p> <p>GC 12. Knowledge and understanding of the subject area and understanding of professional activity.</p> | <p>Professional</p> <p>PC8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.</p> <p>PC10. Ability to justify the use of legal, economic and diplomatic methods (tools) for resolving conflict situations at the international level.</p> <p>PC12. Ability to use regulatory documents and reference materials in carrying out professional activities in the field of international economic relations.</p> <p>PC14. Ability to communicate at the professional and social levels using professional terminology, including oral and written communication in state and foreign languages.</p> <p>PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.</p> <p>PC17. Ability to identify areas of regulation and apply methods to assess the level of economic security of international business; analyze, evaluate, develop and communicate tactical and strategic schemes for organizing and conducting international business, taking into account strengths and weaknesses, opportunities and threats.</p> |
|-------------|---|--|--|

| Program learning outcomes | <i>specifying the criterion code</i> | <i>description</i> |
|---------------------------|--------------------------------------|---|
| | PLO1. | Treat professional self-improvement responsibly, aware of the need for lifelong learning, show tolerance and readiness for innovative change. |
| | PLO3. | Use modern information and communication technologies, general and special purpose software packages. |
| | PLO4. | Systematize and organize the received information on processes and phenomena in the world economy; assess and explain the impact of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment. |
| | PLO5. | Have the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with experts from other fields of knowledge / activities) on the basis of valuing diversity, multiculturalism, tolerance and respect for them. |
| | PLO6. | Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the guidance of a leader, taking into account the requirements and features of today in a limited time. |
| | PLO7. | Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results. |
| | PLO11. | Substantiate their own opinion on the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels. |
| | PLO13. | Select and skillfully apply analytical tools to study the state and prospects of development of certain segments of international markets for goods and services using modern knowledge of methods, forms and tools of international trade regulation. |
| | PLO15. | Determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them. |
| | PLO17. | Identify the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine. |
| | PLO20. | Defend the national interests of Ukraine, taking into account the security component of international economic relations. |
| | PLO21. | Understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both state and foreign languages. |
| | PLO23. | Recognize the need for lifelong learning in order to maintain a high level of professional competence. |
| | PLO25. | Present the results of the study, on the basis of which recommendations and measures for adaptation to changes in the international environment are developed. |
| | PLO29. | Carry out analysis and synthesis of international information; determine the information value of international databases; understand and use information that reflects the activities of international companies; to carry out competitive intelligence and other information and analytical research on a wide range of problems of international business, to communicate their results in the international business environment. |

5. The structure of the educational component.

| Content modules and topics | Total | Lect | Sem | Cons | IW. | Control form/ Score |
|--|-----------|-----------|-----------|----------|-----------|-----------------------------|
| CONTENT MODULE 1. THE ESSENCE OF BUSINESS COMMUNICATION | | | | | | |
| Topic 1. The essence and significance of business communication in the modern world. | 8 | 2 | 2 | - | 4 | DS, DB, 4 |
| Topic 2. Effective communication skills for business professionals. | 8 | 2 | 2 | - | 4 | DS, DB, SP/C, 4 |
| Topic 3. The psychology of business communication and emotional intelligence. | 9 | 2 | 2 | 1 | 4 | DS, DB, SP/C – 4, E – 30 |
| Topic 4. Communication strategy of a leader: external and internal dimensions. | 9 | 2 | 2 | 1 | 4 | DS – 4 |
| Topic 5. Ethics and standards of business communication | 11 | 2 | 2 | 1 | 6 | DS – 4 |
| Total content module 1. | 45 | 10 | 10 | 3 | 22 | 50 |
| CONTENT MODULE 2. PRACTICAL ASPECTS OF BUSINESS COMMUNICATION | | | | | | |
| Topic 6. Modern technologies in business communication. | 8 | 2 | 2 | - | 4 | DS 4 |
| Topic 7. Technologies for conducting business negotiations. | 8 | 2 | 2 | - | 4 | DB, SP/C, 4 |
| Topic 8. Business correspondence and international communication. | 9 | 2 | 2 | 1 | 4 | DS 4 |
| Topic 9. Barriers, manipulation, and conflicts in business communication. | 9 | 2 | 2 | 1 | 4 | DS, DB, 4 |
| Topic 10. Cross-cultural communication in globalized business. | 11 | 2 | 2 | 1 | 6 | DS, DB, 4, ISW – 30 |
| Total content module 2. | 45 | 10 | 10 | 3 | 22 | 50 |
| Total scores/ hours | 90 | 20 | 20 | 6 | 44 | 100 |

Control methods*: DS – discussion, DB – debates, SP/C – solving problems/cases, E – essay, ISW – individual students work

6. Task for independent work

| № | Topic | Hours |
|------------------------------|---|--------------|
| 1. | The essence and significance of business communication in the modern world. | 4 |
| 2. | Effective communication skills for business professionals. | 4 |
| 3. | The psychology of business communication and emotional intelligence. | 4 |
| 4. | Communication strategy of a leader: external and internal dimensions. | 4 |
| 5. | Ethics and standards of business communication. | 6 |
| 6. | Modern technologies in business communication. | 4 |
| 7. | Technologies for conducting business negotiations. | 4 |
| 8. | Business correspondence and international communication. | 4 |
| 9. | Barriers, manipulation, and conflicts in business communication. | 4 |
| 10. | Cross-cultural communication in globalized business. | 6 |
| Total amount of hours | | 44 h. |

7. Individual Students Work (ISW)

Learners explore the specifics of cross-cultural communication in the global business environment, analyze real cases of international companies, and assess their communication strategies. The assignment involves applying theoretical models of intercultural communication, identifying challenges and opportunities for business, and developing proposals for effective interaction in a multicultural environment. The results are presented in the form of a PowerPoint presentation.

IV. EVALUATION POLICY

Evaluation policy: The total maximum score for the course is 100 points, distributed as follows: up to 40 points for active participation in seminars, assessed based on the level of preparation, engagement in discussions, and quality of argumentation; up to 30 points for writing an essay, evaluated based on the structure of presentation, argumentation, logical reasoning, and originality of analysis; up to 30 points for completing an individual students work (ISW), assessed based on the relevance and novelty of the research, depth of analysis, and justification of conclusions.

The teacher's policy regarding the student: Class attendance is a compulsory component. If the student is absent during the seminar for valid reasons, he/ she can complete the seminar in the handwritten form. For objective reasons (for example, illness, employment, internship), training can take place online upon agreement with the dean's office (platform Microsoft Teams)

Academic integrity policy: Writing off during ongoing module work and testing is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during class.

Deadlines and rescheduling policy: Assignments that are submitted late without reason will be graded at a lower score (75% of the maximum possible points for the activity). The repassing of modules takes place with the teacher's permission if there are reasons (for example, sick leave).

Questions for Test Preparation:

1. What are business communications, and what are their main functions?
2. What distinguishes business communications from other types of communication?
3. How does digitalization impact business communications?
4. What are the main trends in the development of business communications in the modern world?
5. What are the main types of business communications?
6. What communication skills are essential for success in business?
7. What is active listening, and how does it affect communication effectiveness?
8. How should non-verbal communication tools be used effectively in a business environment?
9. What methods do business professionals use to improve their oral communication skills?
10. How can one express their opinion convincingly and persuasively?
11. What is emotional intelligence, and what role does it play in business communications?
12. How does emotional intelligence affect a manager's work and team dynamics?
13. What are the key psychological mechanisms influencing business communication?
14. How can emotions be managed in stressful communication situations?
15. What techniques for self-control and emotional regulation exist in the business environment?
16. What are the characteristics of a manager's external and internal communication strategy?
17. What methods do managers use to establish effective communication within a team?
18. How can corporate culture be created and maintained through communication?
19. What are the key aspects of crisis communication for managers?
20. How does leadership style influence the effectiveness of business communications?
21. What are the fundamental principles of ethical behavior in business communications?
22. How does adherence to ethical norms affect a company's reputation?
23. What is corporate social responsibility, and how is it related to business communications?
24. What communication rules are commonly accepted in international business?
25. What are the most common ethical dilemmas in business communications?
26. What digital tools are used in modern business communications?
27. How do social media influence corporate communications?
28. What are the advantages and risks of using artificial intelligence in business communications?
29. What are virtual communications, and what are their key characteristics?
30. What communication automation technologies are used in modern companies?
31. What are the main stages of business negotiations?
32. What negotiation strategies do business professionals use?
33. How should one prepare for effective negotiations?
34. What are the key techniques of influence and persuasion in negotiations?

35. How can one recognize and neutralize manipulations in business negotiations?
36. What are the main requirements for drafting a business letter?
37. What are the specifics of business correspondence in an international environment?
38. How should electronic business correspondence be formatted correctly?
39. What are the most common mistakes in business writing?
40. What standards exist for drafting business documents?
41. What are the main communication barriers that may arise in business?
42. How can psychological barriers in business communication be overcome?
43. What types of manipulations are most commonly used in business communications?
44. How can conflicts in a business environment be effectively managed?
45. What mediation techniques help resolve business conflicts?
46. What is cross-cultural communication, and why is it important in business?
47. What cultural characteristics can influence business communication?
48. How can cross-cultural misunderstandings in international business be avoided?
49. What negotiation approaches are used in different cultures?
50. How can communication strategies be adapted to an international context?

V. FINAL ASSESSMENT

The form of final control is a pass or fail credit. The credit is given to the applicant automatically if he/she has completed all types of work provided by the syllabus and received 60 or more points. If a student scored less than 60 points, he/she passes assignments and/or tests during the liquidation of academic debt. In this case, the points earned during the current assessment will be cancelled. The maximum number of points earned during the liquidation of academic debt is 100. Re-taking of the pass or fail credit is allowed no more than twice from each educational component: first time – to the teacher, the second – to the commission, which is created by the dean of the faculty (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – <http://surl.li/ddfha>).

VI. EVALUATION SCALE

The grading scale for assessing students' knowledge in educational components where the form of control is a pass/fail test.

| Score | Linguistic assessment |
|----------|-------------------------------------|
| 90 – 100 | Credited |
| 82 – 89 | |
| 75 - 81 | |
| 67 -74 | |
| 60 - 66 | |
| 1 – 59 | Uncredited (repassing is necessary) |

VII. RECOMMENDED LITERATURE AND INTERNET RESOURCES

1. Communication for Business Success. URL: <https://open.umn.edu/opentextbooks/textbooks/business-communication-for-success>
2. Essentials of Business Communication. URL: <https://www.cag.edu.tr/uploads/site/lecturer-files/mary-guffey-essentials-of-business-communication-2016-yzss.pdf>
3. Peter Hartley and Clive G. Bruckmann. Business Communication. URL: <https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-.pdf>
4. Авраменко О. О., Яковенко Л.В., Шийка В.Я. Ділове спілкування. Навч. Посібник. «Лілея НВ», І.Франківськ, 2015. 160 с. URL: http://umo.edu.ua/images/content/depozitar/navichki_pracevlasht/dilove_spilkuv_1.pdf
5. Авраменко О. О., Яковенко Л. В., Шийка В. Я. Ділове спілкування: Навчальний посібник. / За наук. ред. О. О. Авраменко. Івано Франківськ, «ЛілеяНВ», 2015. 160 с. URL: http://umo.edu.ua/images/content/depozitar/navichki_pracevlasht/dilove_spilkuv_1.pdf

6. Бізнес-комунікації: навчально-методичний комплекс [Електронний ресурс] : навч. посіб. для студентів першого (бакалаврського) рівня вищої освіти, галузі знань 07 «Управління та адміністрування», спеціальності 075 «Маркетинг», освітньо-професійної програми «Промисловий маркетинг» / Укладач: Л.М. Шульгіна. Київ: КПІ ім. Ігоря Сікорського, 2023. 151 с. URL: <https://ela.kpi.ua/server/api/core/bitstreams/09649bd4-8ca8-4d3e-a6be-55c22f88f1b0/content>
7. Бородкін Є.І., Комарова К.В., Липовська Н.А., Тарасенко Т.М. Соціально-психологічні основи ділового спілкування: навчальний посібник. Дніпро: ГРАНІ, 2019. 184 с.
8. Доброскок І.І., Овсієнко Л.М. Організація сучасної ділової комунікації : навчальний посібник для студентів ВНЗ. Переяслав-Хмельницький : «Видавництво КСВ», 2015. 446 с.
9. Кухарик В. В. Особливості етикету дарування ділових подарунків у різних країнах. / В. В. Кухарик. *Modern Economics*. 2022. № 33(2022). С. 44-49. URL: <https://modecon.mnau.edu.ua/issue/33-2022/kukharyk.pdf> DOI: [https://doi.org/10.31521/modecon.V33\(2022\)-06](https://doi.org/10.31521/modecon.V33(2022)-06).
10. Шевчук С. Українське ділове мовлення : навч. посіб. Вид. 10-те, випр. і допов. Київ : Алерта, 2022. 312 с. URL: https://alerta.kiev.ua/img/cms/PDF/Shevchuk_Ukr_dilove_movl_22_Zmist.pdf