

BUSINESS COMMUNICATION

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration	Department	Management and Taxation
Type of program	Educational and Professional	Language of instruction	English

LECTURER

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PhD in Physics & Mathematics, Master's degree in Management, associate professor, associate professor of the Management and taxation department (NTU "KhPI")
Authored and co-authored over 100 scientific publications. Teaches courses: «Organization theory», «Decision making in business», «Managerial decisions», «Marketing management», «Business ethics and social responsibility», «Basics of scientific research»

GENERAL DESCRIPTION OF THE COURSE

Summary	This course aims at providing students with a comprehensive view of communication and its role in business. It introduces students to fundamental principles of business communications and provides the opportunity to develop and practice their communication skills. The course covers a variety of business situations in which effective communications are of utmost importance and teaches approaches to planning, creating, and transmitting business information both inside an organization and between the organization and its external stakeholders, using various communication channels.
Course objectives	<ul style="list-style-type: none">• to provide students with knowledge of effective business communications• to help students think strategically about organizational communications• to aid students in improving their writing, presentation, interpersonal and cross-cultural communication skills necessary for management professionals in a variety of contexts• to enable students to plan and organize effective communications with stakeholders through various channels
Types of classes and control	Lectures, practical classes, coursework. The course ends with a final exam.
Term	6

Student workload (credits) / Type of course	5/ Elective	Lectures (hours)	24	Practical classes (hours)	24	Self-study (hours)	102
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Program competences	GC04. The ability to apply knowledge in practice GC05. Knowledge and understanding of the subject area and understanding of the professional activity.
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GC06. The ability to communicate in the official language of Ukraine both orally and in writing.
 GC07. The ability to communicate in a foreign language.
 GC08. The ability to use information and communication technology
 GC13. Appreciation and respect for diversity and multiculturalism
 SC07. The ability to choose and apply modern management tools
 SC09. The ability to generate business ideas, justify their feasibility and forms of their implementation, present them to the stakeholders
 SC10. The ability to work in a team and establish interpersonal interaction when solving professional tasks.
 SC11. The ability to create and organize effective communication in the process of management
 SC14. Understanding the principles of psychology and using them in the professional activity.
 SC1.3. The ability to analyze and plan the behavior of an organization in the social media sphere
 SC1.4 Knowing the technology of promoting a site, product or person in social media

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO 04. To demonstrate the ability to identify problems and justify managerial decisions	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final exam (FAS)
LO 08. To apply management methods to ensure the effectiveness of the organization.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), final exam (FAS)
LO 10. To demonstrate skills of interaction, leadership, and teamwork.	Interactive lectures with presentations, discussion-based learning, case-based learning, student-peer feedback	Assessment of the meaningful contribution to in-class discussions (CAS)
LO 11. To demonstrate the skills of analyzing the situation and communicating in various areas of the organization's activities.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), , mid-term control (CAS), final exam (FAS)
LO 12. To assess the legal, social, and economic effects of an organization's activities	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)
LO 13. To communicate in oral and written form in the official language of Ukraine and foreign languages	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), mid-term control (CAS), final exam (FAS)
LO 15. To show the ability to act in a socially responsible and conscientious way on the basis of ethical reasons (motives), respect for diversity and interculturalism	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)
LO 17. To carry out research individually and/or in a group under the direction of a leader.	Interactive lectures with presentations, discussion-based learning, case-based learning, project-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS), coursework (CAS)
LO 1.1. To be able to justify the selection of effective tools for motivating organizational personnel.	Interactive lectures with presentations, discussion-based learning, case-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)
LO 1.3. To develop marketing strategies in social networks, to apply web-analysis to assess their	Interactive lectures with presentations, discussion-based learning, case-based learning, project-based learning	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS),

effectiveness		coursework (CAS), final exam (FAS)
LO 1.4. To create content vectors for filling up social networks pages or communities	Interactive lectures with presentations, discussion-based learning, case-based learning, project-based learning, student-peer feedback	Written individual assignments (CAS), assessment of the meaningful contribution to in-class discussions (CAS)

ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	100% Final grade is the result of the Final assessment (25%) and Continuous assessment (75%). 25% Final assessment: Final exam 75% Continuous assessment: <ul style="list-style-type: none"> • 25% individual written assignments; • 20% coursework; • 15% mid-term control (an open-question test); • 15% participation in class discussions
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)		

Course policy	Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.
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COURSE STRUCTURE AND CONTENT

Lecture	Content	Practical	Content	Self-study	Content
Lecture 1	Introduction to Business Communication	Practical 1	The meaning of communication. Communication as a process.		Case studies on organizational and interpersonal communications; writing an essay on the importance of communications in business
Lecture 2	Interpersonal communications	Practical 2	Barriers to communications. Verbal and non-verbal communications.		Case studies on interpersonal communications: identifying the barriers to communication and suggesting improvements
Lecture 3	Organizational communications	Practical 3	Information flows within organizations.		Case studies on organizational communications: assessing the effectiveness and efficiency of organizational communications
Lecture 4	Communication in the workplace	Practical 4	Group communication and teamwork. Conflict in the workplace. Skills for the new hybrid workplace.		Case studies on group communication and conflict resolution; preparing for discussing and practicing the use of persuasion techniques in class
Lecture 5	Marketing communications	Practical 5	Complex of marketing communications. Communication strategy.	Designing a strategy of marketing communications for a hypothetical company of a given size and industry	

			Website as a means of communications		
Lecture 6	Social media marketing (SMM)	Practical 6	Planning and carrying out a social media campaign.		Analyzing activities of a given company in social media; developing a social media campaign for a hypothetical company
Lecture 7	Corporate social responsibility (CSR) communication.	Practical 7	Sustainability reporting. Communications with stakeholders		Examining a number of websites and writing a review on the quality and completeness of the presentation of CSR (sustainability) related information
Lecture 8-9	Effective business writing.	Practical 8-9	Business correspondence. Analytical reports.		Writing business letters for a number of business situations and engaging in business correspondence with a counterpart (a peer); preparing an analytical report based on a given set of data
Lecture 10	Effective presentations.	Practical 10	Oral presentations. Delivering speeches. Using visual aids.		Preparing a report on a given topic to be delivered in class; preparing a Power-point presentation to illustrate the report
Lecture 11	Intercultural communication.	Practical 11	Communications across cultures. Cultural barriers.		Case studies; preparing a short presentation about cross-cultural differences relevant for international business
Lecture 12	Communication for employment	Practical 12	Resumes. Cover letters. Interviews.		Writing a resume; writing a cover letter; preparing for a mock job interview with peers both as a job applicant and an HR manager

Course policy	Students are required to attend classes according to the schedule and adhere to ethics of conduct. In case of absence, students will need to complete all tasks to compensate for missed classes. Participation in practical classes requires preliminary preparation and advance processing of all necessary materials for productive discussions during the lesson. Written tasks must be submitted before the deadlines.
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RECOMMENDED READING

R e q u i r e d	<p>1. McLean, S., Moman, M. (2015). Communication for Business Success (Canadian Edition). University of Minnesota Libraries Publishing, 787. Retrieved from https://open.umn.edu/opentextbooks/textbooks/8</p> <p>2. Kotler, P., Kelle, K. L. (2012). Marketing management. Boston: Prentice Hall.</p> <p>3. Galloway, A. (2018). Motivation letters & resumes. A guide for students. 1st edition. Bookboon.com, 52.</p> <p>4. Guffey, M. E., Loewy, D. (2016). Essentials of Business Communication. 10th edition. Boston, MA : Cengage Learning, 610.</p>	A d d i t i o n a l	<p>1. Bennie, M. (2009). Guide to Good Business Communications: How to Write and Speak English Well in Every Business Situation. 5th edition, 177.</p> <p>2. Kayode, O. (2014). Marketing Communications. Bookboon.com.</p> <p>3. Chaffey, D., Ellis-Chadwick, F. (2016). Digital Marketing Strategy. Implementation and practice. 6th edition. Pearson Education Limited, 729.</p> <p>4. Zimmerman, J., Ng, D. (2017). Social Media Marketing All-in-One For Dummies. 4th edition. John Wiley & Sons, Inc., 827.</p> <p>5. Harrison, E. B., Mühlberg, J. (2014). Leadership Communication. Business Expert Press, 302.</p> <p>6. Mizrahi, J. (2015). Writing for the workplace : business communication for professionals. Business Expert Press, 164.</p> <p>7. Kuhnke, E. (2016). Body Language: Learn how to read others and communicate with confidence. Capstone, 211.</p> <p>8. Cuddy, A. (2012). Your body language may shape who you are. TED Global. Retrieved from https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are</p>
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9. Canavor, N. (2017). Business Writing For Dummies. 2nd edition. John Wiley & Sons, Inc., 424.

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”.

The content of this syllabus is consistent with the course program.