



Syllabus Course Program



Business communications

Specialty

073 – Management

Educational program

BUSINESS ADMINISTRATION

Level of education

Bachelor's level

Semester

8

Institute

Institute of Education and Science in Economics,
Management and International Business

Department

Management (204)

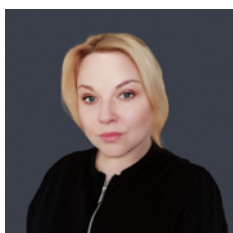
Course type

Profiled discipline package 01 "Business
Relationship Management"

Language of instruction

English

Lecturers and course developers

**Nataliia Solopun**

Nataliya.Solopun@khpi.edu.ua

PhD in Economic Sciences, Associate Professor, Associate Professor at the
Department of Management

General information, number of publications, main courses, etc.

<https://web.kpi.kharkov.ua/mto/about/staff/solopun/>

Authored and co-authored over 75 scientific and methodological publications.
Senior lecturer of courses "Business Communications", "Managerial
Psychology", "Academic writing in international business".

General information

Summary

The purpose of studying the discipline is to form students' knowledge of modern methods and techniques for acquiring, developing and improving the skills and technologies of effective communications, business communications management, organization of business interaction, ethics and culture of business communication, marketing communications systems.

Course objectives and goals

The main course objectives and goals: mastering the basic models and basic terminology of communication; practical application of theoretical foundations in applied areas of speech, non-verbal, computer, intercultural and interpersonal communication; study of the features of communication processes in the business sphere; understanding the current state and development trends of the theory and practice of communication as an element of the communicative culture of society in general and business in particular.

Format of classes

Lectures - 24 hours, Workshops - 24 hours, self-study - 102 hours. Final control in the form of an exam.

Competencies

GC04. The ability to apply knowledge in practical situations.
GC05. Knowledge and understanding of the subject area and understanding of the professional activity.
GC06. The ability to communicate in the official language of Ukraine both orally and in writing.
GC08. The ability to use information and communication technology.
GC11. The ability to adapt to a new situation and take an action.
GC13. Appreciation and respect for diversity and multiculturalism.
GC15. The ability to act on the basis of ethical considerations (motives).
SC09. The ability to work in a team and to establish interpersonal interaction when solving professional tasks.
SC11. The ability to create and organize effective communication in the process of management.
SC14. To understand the principles of psychology and to use them in the professional activity.
SC16. The ability to generate business ideas, to justify their feasibility and forms of their implementation as well as present them to stakeholders.
SSC1.1. Understanding of modern concepts of leadership and business communications.

Learning outcomes

LO 03. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
LO 08. To apply management methods for ensuring the effectiveness of an organization.
LO 09. To demonstrate the skills of interaction, leadership, and teamwork.
LO 11. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.
LO 13. To communicate in oral and written forms in the official language of Ukraine and foreign languages.
LO 15. To show the ability to act in a socially responsible and socially conscious manner on the basis of ethical considerations (motives), respect for diversity and interculturalism.
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.
LO1.1. To possess the skills of negotiating with business partners.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 24 hours, Workshops - 24 hours, self-study - 102 hours..

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: Marketing, International Business, Human Resource Management.

Features of the course, teaching and learning methods, and technologies

Interactive lectures with presentations, discussions, workshops, case-based learning, individual and teamwork, research work. Study materials are available to students through OneDrive.

Program of the course

Topics of the lectures

Topic 1. The concept and subject of business communications

Classifications of communication function. 2. Types of communications. 3. Prerequisites for effective communication. 4. Barriers to communication.

Topic 2. Communication in Organizations. Internal Communication.

1. Organization. 2. The Behavioral Theory of communication. 3. Communication in Business Organizations 4. The main internal communication channels. 5. Classification of Organizational Structures.

Topic 3. Using the Language.

1. A Historical Overview. 2. The Wrong Words. 3. The Fog Index. 4. The Right Words. 5. Style & Tone. 6. Sentence Structure. 7. Paragraph Structure.

Topic 4. Research Methods; Obtaining Information.

1. Business Information. 2. Effective Information Search: Primary and Secondary Data. 3. Receiving Information. 4. Analysing, Selecting and Preparing Information. 5. Taking Notes Making Notes. 6. Business writing.

Topic 5. Communication through Writing: Business Letters, Memos & Notices.

1. The Advantages of the Business Letter. 2. The Business Letter Today . 3. Letter Format , Letter Form. 4. Principles of Business Communication. 5. Different Types of Letter.

Topic 6. Information Storage & Retrieval. Report Writing and Form Design.

1. . Information Storage and Retrieval (IS&R). 2. Reports for Decision Making: Types of Reports. 3. General Points of Style. 4. Report Formats: the Short Form. 5. Report Formats: the Long Form.

Topic 7. Oral, Non-Verbal and Visual Communication.

1. The Advantages and Disadvantages of Oral Communication. 2. Skills in Oral Communication. 3. Effective Speaking. 4. Principles of Effective Public Speaking. 5. Listening. 6. Using Visual Aids to Communicate.

Topic 8. Cooperation.

1. Cooperation and Group Characteristics. 2. Roles and Relationships within Groups. 3. Working in Groups 4. Supervision and Leadership: Styles and Functions 5. Conflict Management. 6. Motivation. 7. Disciplinary and Grievance Procedures.

Topics of the workshops

Topic 1. Forms of business communication.

Topic 2. Using the Language.

Topic 3. Questions for practical consideration.

Topic 4. Recommendation letters.

Topic 5. Essay: Neuro-Linguistic Programming in Business Communications.

Topic 6. The goal of communication.

Topics of the laboratory classes

no laboratory classes.

Self-study

Communication and communication.

Process and types of communication.

Communication difficulties and barriers.

Psychological culture of business conversation.

Service communication.

Expressive behavior in communication.

Manipulation in communication.

Business paraphernalia and clothing.

Course materials and recommended reading

1. Бізнес-комунікації в міжнародному менеджменті: навч. посіб./Батченко Л. В., Бондар І. С., Русавська В. А. – Київ: Видавництво Ліра-К, 2017. – 304 с

2. Business Communication and Report Writing. Handbook URL: https://www.fasset.org.za/downloads/Business_Communication_and_Report_Writing_Handbook.pdf

3. Восс К., Рез Т. Ніколи не йдіть на компроміс. Техніка ефективних переговорів. – Київ.: Наш формат. – 2019. – 263 с.

4. Етика ділового спілкування : навчальний посібник / [Т.Б. Гриценко, С.П. Грищенко, Т.Д. Іщенко та ін.]. – К.: Центр учбової літератури, 2017. – 344 с.

5. Снітинський В., Завальницька Н., Брух О. Діловий етикет у міжнародному бізнесі. – Львів.: Магнолія. – 2017. – 287 с.

6. Рахліс В., Павленко О. Переговори і медіація. Підручник для підготовки професійного переговорника. Дніпро: Гудвін. – 2020

7. Сизонов Д. Ю. Нова медійна фразеологія в бізнес-комунікації. Актуальні проблеми української лінгвістики: теорія і практика. - 2015. - Вип. 31. - С. 44-56. - Режим доступу: http://nbuv.gov.ua/UJRN/apyl_2015_31_6

8. Серебряннікова Н., Хандусенко Д. Бізнес-комунікації: риторика, аргументація, етикет. Одеса : Фенікс, 2018. 109 с.
9. Mikael Krogerus, Roman Tschäppeler. The Communication Book: 44 Ideas for Better Conversations Every Day. Portfolio Penguin. 2018. 208 p.
10. Janine Kurnoff, Lee Lazarus. Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience. Wiley. 2021. 288 p.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

Criteria for assessment of student performance, and the final score structure
 100% Final assessment as a result of Exam (30%) and Continuous assessment (70%).
 30% Exam: written individual assignment (report) and its oral presentation
 70% Continuous assessment:
 • 50% practical assessment (including problem sheets, reporting on individual work, and casestudies);
 • 20% term control (online quiz).

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Olena PROKHORENKO

Date, signature

Guarantor of the educational program
Olena PROKHORENKO