



Syllabus Course Program

Business Communications

Specialty**Institute**

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

Specialization

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Department

Management (204)

Educational program**Course type**

Optional

Level of education

First (bachelor's level)

Form of study

Full-time,

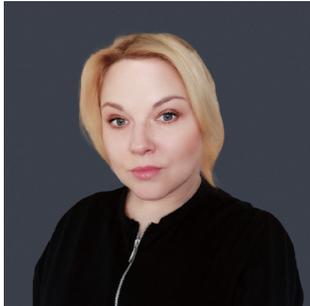
Semester

5

Language of instruction

English

Lecturers and course developers

**Nataliia Solopun**

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PhD in Economics, Associate Professor of Department of Management
Authored and co-authored over 80 scientific and methodological
publications. Courses: Business Communications, Managerial Decisions,
Business Planning, Selfmanagement, Team management tools.

More about the lecturer on the department's website:

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

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 - 32 h., Workshops - 16 h., self-study - 72 h. Final control in the form of a differentiated grading.

Competencies

GC13. The appreciation and respect for diversity and multiculturalism.

SC10. The ability to work in a team and to establish interpersonal interaction in solving professional tasks.

SC11. The ability to create and manage effective communication in the process of management

Learning outcomes

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.

LO1.1. To possess the skills of negotiating with business partners

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, Workshops - 16 hours, self-study - 72 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

Academic classes

Lectures

Topics of the lectures

Hours

Topic 1. (Lecture 1-2) The concept and subject of business communications

4

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

Topic 2. (Lecture 3-4) Communication in Organizations. Internal Communication.

4

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. (Lecture 5-6) Using the Language.

4

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. (Lecture 7-8) Research Methods; Obtaining Information.

4

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. (Lecture 9-10). Communication through Writing: Business Letters, Memos & Notices.

4

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. (Lecture 11-12) Information Storage & Retrieval. Report Writing and Form Design.

4

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. (Lecture 13-14) 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.	4
Topic 8. (Lecture 15-16) Cooperation. 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.	4
Total hours	32

Workshops

Topics for workshops/seminars	Hours	Weighting coefficients a
Topic 1. (Workshop 1-2) Forms of business communication.	4	2
Topic 2. (Workshop 3) Using the Language.	2	1
Topic 3. (Workshop 4-5) Questions for practical consideration.	4	2
Topic 4. (Workshop 6) Recommendation letters.	2	1
Topic 5. (Workshop 7) Essay: Neuro-Linguistic Programming in Business Communications.	2	1
Topic 6. (Workshop 8) The goal of communication.	2	1
Total hours	16	$\sum_{i=1}^n a_i = 8$

Laboratory classes

Laboratory classes are not included in the curriculum

Control works

Comprehensive test on the basics of project management

	Weighting coefficients b
Test 1 Analytical and theoretical work on topics covered in lectures 1-4	1
Test 2 Analytical and theoretical work on topics covered in lectures 5-8	
Total	$\sum_{i=1}^m b_i = 1$

Self-study

Self-study includes independent work on theoretical materials while preparing for the workshops and completion of individual assignment.

Work on theoretical materials

Topics for self-study	Hours
Topic 1. Communication.	9
Topic 2. Process and types of communication.	9
Topic 3. Communication difficulties and barriers.	9

Topic 4. Psychological culture of business conversation.	9
Topic 5. Service communication.	9
Topic 6. Expressive behavior in communication.	9
Topic 7. Manipulation in communication.	9
Topic 8. Business paraphernalia and clothing.	9
Total hours	72

Topics for individual assignments

Topics for individual assignments

The Role of Effective Communication in Modern Management.
Cultural Differences and Their Impact on International Business Communication.
Verbal and Non-Verbal Communication: How Managers Build Trust Through Body Language.
Barriers to Effective Communication in Organizations and Ways to Overcome Them.
Emotional Intelligence as a Key Factor in Successful Business Communication.
Digital Communication in Business: Opportunities and Ethical Challenges.
Negotiation Strategies and Communication Styles in Cross-Cultural Context.
The Art of Active Listening and Its Importance for Leadership.
Written Business Communication: How to Write Clear and Persuasive Business Messages.
Internal Communication and Employee Engagement in Modern Companies.
Crisis Communication: How to Manage Reputation and Stakeholder Trust.
Presentation Skills for Managers: Structuring and Delivering an Impactful Message.
Communication Within Virtual Teams: Tools, Challenges, and Best Practices.
The Role of Storytelling in Corporate Communication and Branding.
How Communication Styles Reflect Leadership Types.
Persuasive Communication Techniques in Marketing and Management.
The Impact of Artificial Intelligence on Business Communication Processes.
Ethics and Transparency in Managerial Communication.
Feedback Culture in Organizations: How to Build Open and Constructive Dialogue.
Case Study Analysis: Communication Breakdown in a Global Company and Lessons Learned.

Non-formal education

Non-formal education includes professional courses/training, civic education, online education, professional internships, etc. The recognition of learning outcomes acquired in non-formal education applies to both mandatory and elective academic courses/educational components. The elements of non-formal education recommended in the syllabus can be recognized through a simplified procedure without additional validation of the results (without creation of a subject committee).

Recommended training courses, internships

1. Effective Communication Skills. A Mini Course.

<https://www.udemy.com/course/effective-communication-skills-j/>

2. Technical Communication 101. The Fundamentals of Clear Dialogue in Business and Personal Relationships. <https://www.udemy.com/course/technicalcommunication101/>

3. Four Keys to Communication. Forge Trust, Solve Challenges, Lead.

<https://www.udemy.com/course/four-keys-to-communication/>

Literature, training materials, and information resources

Main literature

1. Intercultural Communication for Global Business How Leaders Communicate for Success

2. Janine Kurnoff, Lee Lazarus. Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience. Wiley. 2021. 288 p.

3. Field, J. (2021). Influential Internal Communication: Streamline Your Corporate Communication to Drive Efficiency and Engagement. Kogan Page. 240 p.

4. Vandehei, J., Allen, M., Schwartz, R. (2022). Smart Brevity: The Power of Saying More with Less. Workman Publishing Company. 224 p.

5. Lund, A.K., Refshauge, M. (2024). Mastering Corporate Communication. A Modern Guidebook for Future-fit Strategies, Tools and Skills. Springer Cham. 239 p.

6. Barbara Shwom, Lisa Gueldenzoph Snyder. Business Communication: Polishing Your Professional Presence, 5th edition. <https://tinyurl.com/2rmtswt>

7. 10 Leadership Books to Grow Your Professional Life: Our 2026 Guide. <https://tinyurl.com/3kt9d9f5>

8. John Morris, Julie Zwart. [Business Writing Style Guide](#). 2020. Oregon State University. <https://open.umn.edu/opentextbooks/textbooks/business-writing-style-guide>.

Grading system

The final grade for the educational component is determined by the lecturer and is based on topics, types of activities, etc., in accordance with the syllabus. It is an integrated assessment of the results of all types of student learning activities. The final grade should reflect all the grades for the different parts of the educational process, taking into account their weighting coefficients k :

Continuous assessment (during workshops, seminars, laboratory classes) k_1	Control works (if any), k_2	Individual assignment (if any), k_3	Final assessment (for courses with exams), k_4
0,4	0,2	0,3	0,1

The sum of the coefficients must be equal to one: $k_1 + k_2 + k_3 + k_4 = 1$. The weighting coefficients for the final assessment are decided by the course developer..

The final grade is calculated using the following formula:

$$G = C \cdot k_1 + K \cdot k_2 + I \cdot k_3 + E \cdot k_4$$

where: C – weighted average score for the continuous assessment

I – individual assignment grade

K – weighted average score for the continuous assessment

E – final assessment (exam) grade

$$C = \frac{C_1 \cdot a_1 + C_2 \cdot a_2 + \dots + C_n \cdot a_n}{\sum_{i=1}^n a_i}$$

де: a_i - weighting coefficient for each workshop (seminar) or laboratory class.

$$K = \frac{K_1 \cdot b_1}{\sum_{i=1}^n b_i}$$

де: b_i - weighting coefficient for each control work.

The assessments for each component (C, K, I, etc.) are based on a 100-point scale in line with the provisions of the “Criteria and System for Assessing Knowledge and Skills, and Rating of Higher Education Students” of the National Technical University “Kharkiv Polytechnic Institute.”

The final grade is finalized as the calculated value of G , rounded up to the nearest integer.

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

Students 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

30.08.2025



Head of the department
Nataliia SHMATKO