



Syllabus Course Program



International Business Communications

Specialty

073 - Management

Institute

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

Educational program

Business administration (in English)

Department

General Economic Theory (208)

Level of education

Master's level

Course type

Special (professional), Elective (optional)

Semester

2

Language of instruction

English

Lecturers and course developers



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PhD in Economic Sciences, Associate Professor of General Economic Theory
Department

Authored and co-authored over 90 scientific and methodological publications.
Senior lecturer of courses "Economic Theory", "Microeconomic",
"Fundamentals of Entrepreneurship", "Fundamentals of Doing Business",
"Financial Systems of Foreign Countries and International Financial
Institutions"

More about the lecturer <http://web.kpi.kharkov.ua/oet/pr-vukl-sklad-uk/>

General information

Summary

The course is focused at providing students with the knowledge and skills necessary for effective communication in a global business environment. Students consider the main theories and practices of intercultural communication, strategies for conducting negotiations with international partners, peculiarities of business etiquette in different countries. Establishing effective communication in international business requires an understanding of social trends, features of the countries cultural environment, knowledge of new communication channels and existing restrictions on their use. The discipline is aimed at students gaining skills in understanding cultural differences, adapting their own communication styles in accordance with the needs of partners, and also develops skills in effective conflict resolution and decision-making in international teams. Overall, this course provides individuals with a comprehensive toolkit to navigate the complex world of business communication strategies.

Course objectives and goals

The aim of the course is to provide the systemic knowledge of the communications complex in the field of international business, especially, to take into account the specific features of the multicultural world business environment. The main tasks of the educational discipline are: application of the acquired theoretical knowledge regarding the preparation, organization and conducting of business meetings and negotiations in order to increasing the efficiency of private international cooperation, getting practical skills in official communication with foreign partners, applying knowledge of appropriate software in the

information and communication space in order to simplify the business procedures conducting in the international partnership.

Format of classes

Lectures, workshops, consultations, self-study. Final control in the form of differentiated grading.

Competencies

GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity);
GC3. Skills in using information and communication technologies;
SC5. Ability to create and organize effective communications in the management process.

Learning outcomes

LO 4. Justify and manage projects, generate entrepreneurial ideas;
LO 7. Organize and conduct the effective communications in the team, with representatives of various professional groups and in the international context;
LO 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks.

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

The prerequisites for this course are knowledge and practical skills, demonstrated by successfully passing the Unified Professional Entrance Exam in Management and Administration (Order of the Ministry of Education and Science of Ukraine No. 157 dated February 11, 2022)

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

Interactive lectures with presentations, discussions, teamwork, case-based learning, student-peer feedback, problem-based learning, case-based learning, student-peer feedback, individual and teamwork.

Program of the course

Topics of the lectures

Topic 1. (Lecture 1) The importance of communications in the international relations.

Basic concepts of international business communications. The role of communications in modern society. General characteristics of the international communications task.

Topic 2. (Lecture 2) Communication distribution channels in the globalized information space: modern trends, selection criteria.

Subjects and goals of communications in the international markets of goods and services. Socio-psychological classification of communication types. Classification of communications by information transmission technologies.

Topic 3. (Lecture 3) General theories of international business communications.

Electronic theory. Theory of the social environment. Theory of rhetoric.

Topic 4. (Lectures 4-5) Theories of communications in a globalized business environment.

Principles of intercultural communications. Peculiarities of the creating communications process in the countries. Mastering foreign culture by M. Bennet.

Topic 5. (Lecture 6-7) International business etiquette.

Basics of business etiquette in different countries. Features of receiving guests in different cultures. The effect of etiquette on customer loyalty.

Topic 6. (Lecture 8) Modern methods and forms of international business communications.

Digital platforms for communications using. Strategies for social networks implementation to attract international customers. Interactive and multimedia communication tools.

Topic 7. (Lecture 9) Modeling of international business communications.

Models of image communication. Main problems and tasks of modeling. Communication models related to argumentation.

Topic 8. (Lectures 10-11) Basic models of international business communications

Hofstede's model: cultural dimensions in hospitality. Lewis model: linear-active, multi-active and reactive cultures. Hall's model: high-context and low-context cultures.

Topic 9. (Lecture 12) Management of international teams.

Multicultural teams formation. Leadership and motivation in international teams. Communication and coordination of multicultural teams.

Topic 10. (Lectures 13-14) Strategies of international business communications.

Adaptation of communication style to cultural characteristics. Strategies for overcoming language barriers in international communications. Development of cultural intelligence (CQ) in an international organization.

Topic 11. (Lecture 15) Intercultural conflicts and ways to resolve them.

The main causes of conflicts in international business. Conflict resolution techniques and strategies. Practical cases of solving conflict situations.

Topic 12. (Lecture 16) Modern technologies implementation to international business communications.

Online services and platforms for communications. Using social media to communicate with customers. The role of technology in improving the quality of service.

Topics of the workshops

Topic 1. The importance of communication in international relations. Modern trends and criteria for choosing communication channels.

Topic 2. Analysis of international business communication theories.

Topic 3. Selection and adaptation of communication styles for successful work in international teams..

Topic 4. Digital platforms and online tools for business communications. Simulation models and simulation trainings of international business communications.

Topic 5. Real cases analysis of international business communication models. Effective communication strategies in international teams.

Topic 6. Adaptation of communication styles to cultural features.

Topic 7. Strategies for managing intercultural conflicts

Topic 8. Integration of mobile technologies to the international business communications

Topics of the laboratory classes

No laboratory classes

Self-study

The course involves completing the study of the theoretical material of the discipline, as well as the study of practical aspects of international business communications. Students are also recommended additional materials (videos, articles) for independent studying and analysis.

Course materials and recommended reading

1. Thussu, D. (2024). Changing Geopolitics of Global Communication. United Kingdom: Taylor & Francis.

2. Picard, R. G. (2020). Media and Communications Policy Making: Processes, Dynamics and International Variations. Germany: Springer International Publishing.
3. Bullock, D., Sanchez, R. (2021). How to Communicate Effectively With Anyone, Anywhere: Your Passport to Connecting Globally. United States: Red Wheel Weiser.
4. Ida Seeger & Simon Gustafsson (2021). Barriers to Intercultural Communication –A Case Study on IKEA Japan.. 47 p. URL: <https://www.diva-portal.org/smash/get/diva2:1583487/FULLTEXT01.pdf>
5. Business communications / Y. Levchenko, I. Britchenko – Sofia: Prof. Marin Drinov Publishing House of Bulgarian Academy of Sciences, 2021. – 124 p.
6. Thussu, D. K. (2018). International Communication: Continuity and Change. India: Bloomsbury Publishing.
7. Wendelien van Eerde and Sana Azar. Too Late? What Do You Mean? Cultural Norms Regarding Lateness for Meetings and Appointments. Cross-Cultural Research. 2020. 54 (2-3). P. 111–129. DOI: <https://doi.org/10.1177/1069397119866132>
8. Faisst, J., Hichert, R. (2017). International Business Communication Standards: Conceptual, Perceptual, and Semantic Design of Comprehensible Business Reports, Presentations, and Dashboards. United States: CreateSpace Independent Publishing Platform.
9. McPhail, T. L., Phipps, S. (2019). Global Communication: Theories, Stakeholders, and Trends. United States: Wiley.
10. Hafez, K., Grüne, A. (2022). Foundations of Global Communication: A Conceptual Handbook. United Kingdom: Taylor & Francis.

Assessment and grading

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

The academic success of a student of higher education is determined using the criteria and the system for evaluating the knowledge and skills of students, which is used in the NTU "KhPI (<http://surl.li/ppxix>).

Ongoing control is carried out during workshops, and by ongoing online testing.

The final control is carried out based on the results of the grading test.

The calculated value in the quantitative form of the final assessment is determined by the formula:

$$O = \sum (K_i \times O_i) / \sum K_i$$

where K_i is the number of credits i - i topic (type of classes, etc.);

O_i - evaluation in quantitative form (points) from the i - i topic (type of classes, etc.).

Credits distribution by types of discipline classes:

Types of classes	Credits
Grading test	1,5
Workshops	1,5
Ongoing online testing	1,0

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



Head of the department
Olena PROKHORENKO

August 28, 2024

Guarantor of the educational
program



Pavlo BRIN

August 28, 2024