Syllabus
Course Program

Business communications

Specialty
073-Management

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

Educational program
Business-administration (In English)
International business
Management of organizations and administration

Department
Management (204)

Level of education
Bachelor's level

Course type
Elective, Professional training

Semester
5

Language of instruction
English

Lecturers and course developers

Nataliia Solopun
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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 "Basics of management", "Business Communications", "Managerial Psychology".

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

The total volume of the course is 120 hours (4 ECTS credits). Lectures - 32 hours, Workshops - 16 hours, self-study - 72 hours. Final control in the form of 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

Topics of the lectures

Topic 1. (Lecture 1-2) 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. (Lecture 3-4) 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. (Lecture 5-6) 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. (Lecture 7-8) 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. (Lecture 9-10). 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. (Lecture 11-12) 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. (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.

Topic 8. (Lecture 15-16) 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 (Workshop 1-2) Forms of business communication.
Topic 2 (Workshop 3) Using the Language.
Topic 3 (Workshop 4-5) Questions for practical consideration.
Topic 4 (Workshop 6) Recommendation letters.
Topic 5 (Workshop 7) Essay: Neuro-Linguistic Programming in Business Communications.
Topic 6 (Workshop 8) The goal of communication.

Topics of the laboratory classes

This course does not include 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. Рахліс В., Павленко О. Переговори і медіація. Підручник для підготовки професійного переговірника. Дніпро: Гудвін. – 2020
6. Серебряннікова Н., Хандусенко Д. Бізнес-комунікації: риторика, аргументація, етикет. Одеса : Фенікс, 2018. 109 с.
7. Mikael Krogerus, Roman Tschäppeler. The Communication Book: 44 Ideas for Better Conversations Every Day. Portfolio Penguin. 2018. 208 p.
8. Janine Kurnoff, Lee Lazarus. Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience. Wiley. 2021. 288 p.
9. Cotton, D., Manser, M., Avery, M., McLanachan, D. (2023). The Ultimate Business Communication Book: Communicate Better at Work, Master Business Writing, Perfect your Presentations (Ultimate Book). Teach Yourself. 480 p.
10. Field, J. (2021). Influential Internal Communication: Streamline Your Corporate Communication to Drive Efficiency and Engagement. Kogan Page. 240 p.
11. Vandehei, J., Allen, M., Schwartz, R. (2022). Smart Brevity: The Power of Saying More with Less. Workman Publishing Company. 224 p.
12. Lund, A.K., Refshauge, M. (2024). Mastering Corporate Communication. A Modern Guidebook for Future-fit Strategies, Tools and Skills. Springer Cham. 239 p.

Assessment and grading

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

100% final assessment consists of a final test (20%) and continuous assessment (80%).
Final assessment (pass/fail): online test – 20 points
Continuous assessment:
60 points – Evaluation of tasks in practical sessions
20 points – theory questions (Mid-term assessment).

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

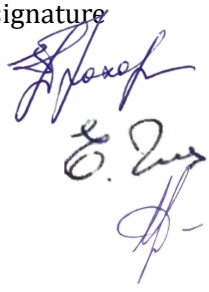
Norms of academic integrity and course policy

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: https://blogs.kpi.kharkov.ua/v2/nv/?page_id=208

Approval

Approved by

Date, signature  Head of the department
Olena PROKHORENKO

Date, signature  Guarantor of the educational program
Olena Prokhorenko

Olena Chaikova

Olena Linkova