

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
International Economic Relations and Project Management Department

SYLLABUS
of the normative academic discipline
«Business Communications»

Training of	Bachelors
Field of study	029 «International relations»
Program subject area	292 «International economic relations»
Educational-professional program	«International business»

The syllabus was developed on the basis of the bachelor study program “International Business” 2021, the Standard of Higher Education of Ukraine for bachelors of specialty 292 “International Economic Relations”.

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The syllabus of the course was approved at the meeting of the Department of International Economic Relations and Project Management, record # 1 as of August 31 2021.

Head of the Department:



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SYLLABUS – COURSE CARD

NAME OF THE COURSE	Business Communications															
DEPARTMENT	International Economic Relations and Project Management Department. Faculty of International Relations.															
PERIOD OF REALIZATION	8-th semester, 2024-2025 educational year															
INSTRUCTOR	Viktoria Kukharyk															
CONTACT INFORMATION	Kucharyk.viktoria@vnu.edu.ua															
INFORMATION ABOUT INSTRUCTOR AND HIS COMPETENCES	PhD in Economics (Candidate of Economic Sciences), fluency in Ukrainian and Russian languages, English language level B2. Research interests: international economic relations, international business, world economy, project management, economic diplomacy.															
FORM OF REALIZATION	Lectures, seminars															
ECTS CREDITS	4 (120 hours)															
FORM OF CONTROL	Exam															
CRITERIA AND FORM OF ASSESSMENT	The final control takes place in the form of an exam, the maximum score is 60 points. The student must pass the exam if he scored less than 75 points during the semester, or if he does not agree with the points he scored. In this case, the points for MCW are canceled, the points for the current control remain. The total amount of points for the course is 100. Assessment and mastering of the course are presented according to the rating scale.															
	Current control (max = 40 points)												Module control (max = 60 points)		Total amount of points	
	Module 1												Module 2			
	Content Module 1												MCW			
	S 1	S 2	S 3	S 4	S 5	S 6	S 7	S 8	S 9	S 10	S 11	S 12	S 13	S 14	60	100
	2	2	3	3	3	3	3	3	3	3	3	3	3	3		
COURSE ETHICS	During seminars, evaluation is made in accordance to student’s ability to analyze and to transfer the acquired knowledge, re-reading of the information from the paper is prohibited. Each student is personally responsible for academic integrity during the module control work writing, all references to used materials and resources must be made in accordance to true resources. Missed lectures can’t be repassed, seminars can be repassed only if there is objective evidence of the student’s absence. Deadline for the representation of the module control work and missed seminars is until the day of exam passing. Repassing of the exam is hold in accordance with the approved schedule of the exam period. The maximum number of absences with no acceptable explanation - 2.															
GOAL AND OBJECTIVES OF THE COURSE	The main objective of the discipline «Business Communication» is to form the professional competence of future professionals in business communications sphere at the micro and macro levels by using appropriate methods and information and communication technologies to improve the quality of management decisions. The task of course: to form modern theoretical and practical knowledge, skills and abilities: to use effective business communication channels; to apply the innovative information technologies and digital communications in order to establish cooperation and effective interaction of the organization with business partners at the micro and macro levels; to develop the ability to choose the most effective methods, tools, technologies of business communications and apply them in practice.															

COURSE DESCRIPTION

COURSE IS DIVIDED INTO 12 TOPICS DURING THE SEMESTER

(1-6 topics are studied during 1 lecture,
7-12 topics – 2 lectures)

No.	Topic
1.	The main characteristics of business communications
2.	Effective communication skills
3.	External communications of the leader
4.	Internal communications of the leader
5.	Leaders' means of business communication
6.	Technologies for effective business conversation
7.	Communicative competence in various forms of business communications
8.	Written business communication and correspondence
9.	Barriers and gateways in business communication
10.	Manipulation in business communication
11.	Conflicts in the process of business communications
12.	Cross-cultural communications in business

SUPPLEMENTARY LITERATURE

1.	Бізнес-комунікації в міжнародному менеджменті : навч. посіб. / Л. В. Батченко, І. С. Бондар, В. А. Русавська. – Київ : Видавництво Ліра-К, 2017. – 300 с. URL: https://lira-k.com.ua/preview/12365.pdf
2.	Глінковська Б. (Glinkowska B.), Чеботарьов Є., Чеботарьов В. Крос-культурні підприємницькі комунікації : навчально-методичний посібник для магістрантів ; Держ. закл. „Луган. нац. ун-т імені Тараса Шевченка”. – Старобільськ, 2018. – 120 с.
3.	Русавська В., Бондар І., Батченко Л. Бізнес-комунікації в міжнародному менеджменті. Навчальний посібник. - К.: Ліра-К, 2017. – 304 с.

MANDATORY LITERATURE

1.	Етика ділового спілкування : навчальний посібник / [Т.Б. Грищенко, С.П. Грищенко, Т.Д. Іщенко та ін.]. – К.: Центр учбової літератури, 2017. – 344 с
2.	Business communication and report writing. Handbook. 2019. URL: http://surl.li/bftpc
3.	Business Communication for Success. 2010. URL: https://open.lib.umn.edu/businesscommunication/

EFFECTS OF EDUCATION

	Effects	The corresponding criterion code (common competencies (CC), professional competencies (PC))
Competences	Ability to learn and be modernly trained	CC 3
	Skills for the information and communication technologies using	CC 7
	Ability to abstract thinking, analysis and synthesis	CC 8
	Ability to communicate with representatives of other professional groups of different levels	CC 10
	Ability to work in a team	CC 11
	To know and understand of the subject area and to understand the professional activity	CC 12
	Ability to determine the functional features, nature, level and degree of relationships between the international economic relations subjects of different levels and to establish communication between them	PC 8

	Ability to justify the use of legal, economic and diplomatic methods (tools) for resolving conflict situations at the international level.	PC 10
	To know the theoretical foundations and to have practical skills of assessment and analysis of the security component of international economic relations.	PC 12
	Ability to communicate at the professional and social levels using professional terminology, including oral and written communication in native and foreign languages.	PC 14
	Ability to constantly improve the theoretical level of knowledge, to form and effectively use them in practice	PC 16
	Ability to identify areas of regulation and to apply methods for assessment the level of international business economic security; to analyze, evaluate, develop and communicate tactical and strategic schemes for organizing and conducting international business, taking into account strengths and weaknesses, opportunities and threats	PC 17

	Effects	The corresponding criterion code (program study results (PSR))
Skills	To be responsible to professional self-improvement, to aware the necessity for lifelong learning, to show tolerance and readiness for innovative change	PSR 1
	To use the modern information and communication technologies, software packages of general and special purpose	PSR 3
	To systematize and organize the received information on processes and phenomena in the world economy; to formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment	PSR 4
	To have the skills of self-analysis (self-control), to be understandable to representatives of other business cultures and professional groups of different levels (with experts in other fields of knowledge / activities) on the basis of valuing diversity, multiculturalism, tolerance and respect for them	PSR 5
	To plan, organize, motivate, evaluate and increase the effectiveness of teamwork, to conduct research in a group under the leadership of a leader, taking into account today's requirements and features of in a limited time	PSR 6
	To apply the acquired theoretical knowledge to solve practical problems and interpret the results meaningfully	PSR 7
	Effects	The corresponding criterion code
Knowledge	To substantiate their own opinion on the specific conditions for the implementation of the international economic relations forms at mega-, macro-, meso- and micro-levels	PSR 11
	To determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them.	PSR 15
	To demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences	PSR 16
	To identify the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine.	PSR 17
	To understand and to apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.	PSR 19
	To defend the national interests of Ukraine taking into account the security component of international economic relations.	PSR 20

	To understand and to have skills in business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, using native and foreign languages.	PSR 21
	To recognize the necessity for lifelong learning in order to maintain a high level of professional competence	PSR 23
	To carry out the analysis and synthesis of international information; to determine the information value of international databases; to understand and use information that reflects the activities of international companies; to carry out competitive intelligence and other information and analytical research on a wide range of problems of international business, to communicate their results in the international business environment	PSR 29

METHODS OF WORK AND WORKLOAD

ECTS credits points (1 ECTS credit point = 30 hours of student work)	4
General workload (hours)	120 hours
Lectures	36 hours
Seminars	28 hours
Consultations	8 hours
Individual work	48 hours
Elements of student individual work	Number of hours
reading literature for classes	4
constant review of the press and other media	4
data collection	6
data analysis and interpretation	8
research conducting	8
group work outside the classroom	8
preparation and writing of MCR	10
total	48