

I Syllabus

1. General information on the course	
Full course name	International Business Communication
Full official name of a higher education institution	Sumy State University
Full name of a structural unit	Educational and scientific institute of business technologies “UAB” Department of International Economic Relations
Author	Tatiana V. Shcherbyna
Cycle / higher education level	second level of higher education, National Frame Qualification of Ukraine – 8 level, QF-LLL – 7 level, FQ-EHEA – second cycle
Semester	16 weeks within the second semester
Credit value	5 credits, 150 hours (16 hours for lectures, 16 hours for practical lessons, 118 hours for self-study)
Language(s)	English
2. Place in the study programme	
Relation to curriculum	Optional
Prerequisites	Competences in: Business Ukrainian, Foreign Languages (English, at least A2 level)
Additional requirements	None
Restrictions	Business Communication, Cross-Cultural Relations
3. Aims of the course	
<p>The purpose of the course is to form students with a system of special knowledge in the field of international business, in particular, about the peculiarities of communication in a multicultural business environment, and the ability to implement them in the organization of business meetings, negotiation, business communication, the image of a business person.</p>	

4. Contents

Topic 1. Business communication as part of the mechanism of social interaction

The essence of the concepts of "communication" and "information". Channels of information support. Objectives of communication and reasons for communication. Messaging and communication. Communication Functions. Stages of communication. Communication as a mechanism of interaction between people. Communication features. Levels of communication. The concept of business communication. Features of business communication. Intercultural communication as a form of social interaction of representatives of different cultures in the business sphere. The purpose and functions of international business communications. Effective intercultural interaction.

Theme 2. The components of intercultural competence

The concept and content of communicative competence. The structure and functions of intercultural competence. Levels of intercultural competence. Approaches to increase intercultural competence. The problem of identification. Leadership, status, and consensus in the conduct, organization and preparation of international meetings and negotiations.

Theme 3. Verbal means in international business communications

The concept and essence of verbal communication. The types of verbal communication. The effectiveness of verbal communication. Means of verbal communication. Types of speech activities. Foreign language communication. Feedback. Rules of effective listening. Business correspondence in international business communications and its features. Classification of official letters. Business letter.

Theme 4. Non-verbal means of international business communication

The nature and significance of nonverbal means of communication. The types of nonverbal communication. The types of non-verbal means. Factors influencing the formation of facial expressions of emotion. Space as an element of nonverbal communication. Features non-verbal communications in different cultures.

Theme 5. Main communication barriers in international business communication

The essence of the concept of communication barriers and their types. Barriers related to environmental conditions. The technical barriers. Communication barriers in organizations. The conflict between areas of competence. Semantic barriers. Nonverbal interpersonal barriers. Dissatisfied free feedback. The solution to the problems of structural communications. Specific obstacles in cross-cultural communication: language barrier, the barrier of perception, the influence of culture, non-verbal communication.

Topic 6. Manipulation in international business communications

The essence of manipulation in communication. Criteria manipulation. The difference between manipulative and personal influences. The types of manipulators. Basic manipulative system and types of manipulators.

The use of manipulation in business communication.

Theme 7. Business conversation as a form of communication, organization and support of the negotiation process

The essence of the concept, functions and basic stages of business conversation. The types of comments in the case of the business conversation. Features of the negotiations as a specific form of business communication. The basic principles, conditions and stages of business negotiation. The basic model of business conduct, Gesteland. Plan negotiations.

Theme 8. Intercultural conflicts

Approaches to conflict management in the international business union. The essence of the concept of interpersonal attraction and its main elements. The essence of the concept of "conflict". Motives, interests, values. Types of intercultural conflicts. Mechanisms of abstraction, filtration, simplification, association as the main causes of conflict situations. Management of intercultural conflicts. Conflict management methods (openwork saw method, GRIT method). Stages of their implementation.

Topic 9. Cross-cultural tolerance in international business communications

The concept and essence of intercultural tolerance, its limits. Intolerance and its forms. Developing intercultural tolerance of staff as a prerequisite for effective cross-cultural communication. Objectives and stages of tolerance formation.

Topic 10. Business etiquette and its role in international business communication

Ethical Aspects of International Business Communication. Phone calls. Business negotiations. Business correspondence. Public speaking. Mastery of making gifts. Holding ceremonies. Hospitality rules.

Topic 11. Communicative strategies in multicultural organizations

Perceptions in Intercultural Communication. Selectivity of perception in intercultural communication. The degree of sensitivity and tolerance of certain topics. Strategies for effective intercultural communication. Cognitive flexibility. Political correctness

5. Intended learning outcomes of the course

After successful study of the course, the student will be able to:

LO1.	Explain the intercultural features of doing business, the main problems that arise during intercultural interaction, the causes of cross-cultural conflicts, peculiarities of the spatial and temporal aspects of inter-ethnic communication.
LO2.	Analyse the prerequisites and evaluate the possibility of conflicts in the process of international business communications.
LO3.	Make business documentation, organize and accompany the negotiation process with representatives of other business cultures

6. Role of the course in the achievement of programme learning outcomes

Programme learning outcomes achieved by the course:

7. Teaching and learning activities

7.1 Types of training

Lectures (L), Seminar (S) and Practical classes (PC) are the types of training in the discipline:

Theme 1.

L 1. The essence of the concept of communication

The connection between the concepts of "communication" and "information". Prerequisites for the communication process, its stages.

L 2. Business communication and its effectiveness

Features of communication in the business sphere. Intercultural business interactions.

S1. The concepts of "communication" and "information". Information support channels. Objectives of communication and reasons for communication. Messaging and communication. Functions of communication. Stages of communication. Communication as a mechanism of interaction between people. Communication Functions. Levels of communication.

S2. The concept of business communication. Features of business communication. Intercultural communication as a form of social interaction of representatives of different cultures in the business sphere. The purpose and functions of international business communications. Effective intercultural interaction.

Theme 2.

L3. Components of intercultural competence

Relationship between intercultural and communicative competence. Approaches to raising

the level of intercultural competence of staff

S3. The concept and content of communicative competence. Structure and Functions of Intercultural Competence. Levels of intercultural competence. Approaches to enhancing intercultural competence. Identification problem. Leadership, status and consensus in the conduct, organization and preparation of international meetings and negotiations.

Theme 3.

L4. Verbal tools in international business communication

The concept and essence of verbal communication. Types of verbal communication. Effectiveness of verbal communication. Verbal communication tools. Language as a universal means of communication. Types of speech activity. External language communication. Feedback. Rules of effective hearing.

PC1. Practical tasks for increasing the efficiency of verbal communication and drafting business correspondence, which ensures the implementation of international business communications.

Theme 4.

L5. Non-verbal means of international business communication

The essence and value of non-verbal communication. Types of non-verbal communication. Types of non-verbal means. Factors influencing the formation of mimic expression of emotions.

PC2. Training the practical aspects of correct interpretation of non-verbal signals during communication, use of space as an element of non-verbal communication to enhance the content of the verbal component, determination of features of non-verbal communication in different cultures.

Theme 5.

L6. The main communication barriers in international business communication

The essence of the concept of communicative barrier and their types. Barriers related to environmental conditions. Communication barriers to interpersonal communication. Technical barriers. Barriers to communication in organizations. Conflict between areas of competence. Semantic barriers. Non-verbal interpersonal interference.

PC3. Performing practical exercises on determining the role of feedback in the communication process and identifying specific obstacles in cross-cultural communication: the language barrier, the barrier of perception and the impact of culture.

Theme 6.

L 7. Manipulations in international business communications

The essence of manipulation in communication. Manipulation criteria. The difference between manipulative influence and personal. Types of manipulators by E. Shostrom. Manipulative systems. Basic manipulation systems and types of manipulators.

PC 4. Performing exercises to recognize manipulations in business communication. Underworking the basic techniques of manipulation.

Theme 7.

L 8. Business conversation as a form of communication, organization and support of the negotiation process

The essence of the concept, functions and main stages of a business conversation. Kinds of comments when conducting a business conversation. Peculiarities of negotiations as a specific form of business communication. Basic principles, conditions and stages of business negotiations.

PC5. Implementation of practical tasks to work out the basic methods of negotiating with

foreign partners. Application of basic models of business behavior by R. Gesteland to take into account cultural and national factors in the process of communication, development of a negotiation plan.

Theme 8.

A 9. Intercultural conflicts

Approaches to conflict management in the international business union. The essence of the concept of interpersonal attraction and its main elements. The essence of the concept of "conflict". Motives, interests, values. Types of intercultural conflicts.

S4. Mechanisms of abstraction, filtration, simplification, association as the main causes of conflict situations. Management of intercultural conflicts. Conflict management methods (openwork saw method, GRIT method). Stages of their implementation.

Theme 9.

L 10. Intercultural tolerance in international business communications

The concept and essence of intercultural tolerance, its limits. Intolerance and its forms.

S5. Developing intercultural staff tolerance as a prerequisite for effective cross-cultural communication. Objectives and stages of tolerance formation.

Theme 10.

A 11. Business etiquette and its role in international business communication. Ethical Aspects of International Business Communication. Phone calls. Business negotiations. Business correspondence. Public speaking. Making gifts. Holding ceremonies. Hospitality rules.

S6. Performing practical exercises to develop telephone conversations, public speaking, conducting ceremonies and applying hospitality rules.

Theme 11.

A 12. Communication strategies in multicultural organizations

Perceptions in Intercultural Communication. Selectivity of perception in intercultural communication. The degree of sensitivity and tolerance of certain topics. Strategies for effective intercultural communication. Cognitive flexibility. Political correctness

S7. Performing practical exercises on determining one's own level of intercultural competence and assessing the level of risk of managerial activity in the context of intercultural misunderstandings.

7.2 Learning activities

LA1. Preparation for lectures

LA2 Preparation of report and presentation for seminars

LA 3. Presentation and discussion presentations on the seminar

LA 4. Preparation for participation in lectures, discussions

LA 5. Participation in lecture discussions

LA 6. Reporting to the workshop on theme 3, writing business letters

LA 7. Exercises to develop the skills of active listening, presentation of developed business correspondence (letter of offer, letter of motivation, CV) and its discussion

VS 8. Performing OHT

VS 9. Participation in the discussion of the lecture visualization

Sun 10. The tasks to develop the skills of interpretation of nonverbal signals during communications

Sun 11. Preparation for participation in the lecture-conference

Sun 12. Performance on lectures with a mini-lecture on a certain topic

Sun 13. The tasks to develop the skills of effective feedback with the audience.

- Sun 14. The tasks to develop the skills recognition techniques manipulation in international business communications
- Sun 15. Preparation for participation in the business game on the theme "Organization and support of international commercial negotiations"
- Sun 16. Presentation of the design and simulation of international negotiations in the framework of the signing of commercial agreement
- Sun 17. Preparation for lectures-debates
- Sun 18. Exercises to determine the level of intercultural competence.

8. Teaching methods

Discipline involves learning through:

- TM 1. Interactive lectures
- TM 2. Lecture - debate
- TM 3. Lecture-visualization
- TM4. Practical training sessions
- TM 5. Practical training in the form of a business game
- TM 6. Seminars
- TM 7. Work in small groups

Various forms of lectures provide students with an opportunity to consider the issues of international business communication from different perspectives, which is the basis for more active self-study of applicants and a deeper study of the problems of cross-cultural business communications (LO 1). The lectures are complemented by practical classes that take the form of trainings and business games that give students the opportunity to apply theoretical knowledge to practical examples (LO 2 and LO 3). Seminars include the development of material preparation and presentation skills, the ability to argue their point of view, and are aimed at comprehensive coverage of the features of international business communications, components of the communication process, models of business behavior in different countries, approaches to the development of tolerance and management of intercultural conflicts (LO 2, LO 3). Individual independent learning will be facilitated by preparation for lectures, practical classes, as well as working in small groups to prepare presentations and complete assignments in practical classes. The results of the work will be presented to other groups and then analyzed and discussed.

9. Methods and criteria for assessment

9.1. Assessment criteria

Assessment of student's academic work is made on the following scale:

ECTS Assessment Scale	Definition	National Score Rating	Score Rating Scale
A	Excellent performance with only a small number of errors	5 (Excellent)	$90 \leq RD \leq 100$
B	Above average with several mistakes	4 (Good)	$82 \leq RD < 89$
C	In general, the work is correct with a certain number of errors		$74 \leq RD < 81$
D	Not bad, but with a lot of drawbacks	3 (Fair)	$64 \leq RD < 73$
E	Performance meets the minimum criteria		$60 \leq RD < 63$
FX	Possible retaking	2 (Poor)	$35 \leq RD < 59$
F	Need to retake the course on discipline		$RD < 34$

9.2 Formative assessment

The discipline provides the following methods of formative assessment: guidance of teachers in the process of practical tasks, self-assessment of current testing, discussion and mutual evaluation of students completed practical tasks.

9.3 Summative assessment

Assessment throughout the semester is conducted in the form of oral and written quizzes, individual and group presentations and group discussions. All work must be done independently. Individual tasks similar to each other will be rejected.

The student's score is formed as follows:

1. cases (C) (decision, presentation, discussion) 40 points;
2. test (CT) (tests, tasks) 10 points;
3. OHT (essay, electronic reports) 30 points.
4. final test (FT) of 20 points

In special cases distance studying could be provided:

1. cases (C) (solution) 15 points,
2. essay (E) 20 points,
3. OHT (performance) 25 points.
4. final test of 40 points

Form of final control – final test

10. Learning resources

10.1 Material and technical support

The learning process requires the use of multimedia, video and audio playback equipment (MS1), computers (MS2) and standard MS Office software (MS3)

10.2 Information and methodical support

Key reading:

1. Леонтович О. А. Введение в межкультурную коммуникацию: учеб. пособ. / О. А. Леонтович. – М.: Гнозис, 2007. – 386 с.
2. Мясоедов, С.П. Кросс-культурный менеджмент: учебник для бакалавриата и магистратуры/ С.П. Мясоедов, Л.Г. Борисова. - 3-е изд. – М.: Издательство Юрайт, 2017. - 314 с.
3. Тодорова, Н.Ю. Кроскультурный менеджмент: навч. посіб. / Н. Ю. Тодорова ; Державний вищий навчальний заклад "Донецький національний технічний ун-т". - Донецьк : ДонНТУ, 2008. - 330 с
4. Кавальчук, А., Кросс-культурный менеджмент: как вести дела с немцами: пособие/ А. Кавальчук. – 2-ой тираж. – Бонн, Германия:

Deutsche Gesellschaft für, 2012. - 124 с.

5. Гестеланд Ричард Р. Кросс-культурное поведение в бизнесе: научно-популярное издание / Ричард Р. Гестеланд. - Днепропетровск: ООО "Баланс-Клуб", 2003. – 287 с.

Supplementary reading:

1. Hurn B. J. Cross-Cultural Communication / B. J. Hurn, B. Tomalin : Palgrave Macmillan, 2013. – 328 p.
2. McLean S. Business Communication for Success / S. McLean : Flat World Knowledge, Inc., 2010. – 408 p.
3. Miller K. Organizational Communication: Approaches and Processes / K. Miller : Cengage Learning, 2008. – 336 p.

Other sources:

1. www.un.kiev.ua – ООН на Україні.
2. www.osce.org – Організація з безпеки та співробітництва в Європі (ОБСЄ).
3. www.soe.kiev.ua – Рада Європи на Україні. Документи Ради Європи.
4. www.bc.kiev.ua – Британська Рада на Україні.
5. www.ria.com.ua – портал українських газет.
6. uamedia.visti.net – сервер української преси UaMedia.Visti.Net.
7. www.zerkalo-nedeli.com – сайт міжнародного суспільно-політичного щотижневика „Дзеркало Тижня”.
8. www.for-ua.com – інтернет-газета „ForUm”, професійне українське інтернет-видання про політичні, економічні й суспільні події: оперативна інформація з фотоматеріалами, ексклюзивні коментарі видатних людей, аналітична інформація, досьє на політиків.

МОН України	Методична інструкція.	стор.11
СумДУ	Загальні вимоги до структури, змісту та оформлення робочої програми з навчальної дисципліни. Додаток 8 – Шаблон додатку 1 до робочої програми навчальної дисципліни англійською мовою	Версія 02