



Syllabus of the course «Business communication»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Selective</i>
Language	<i>English</i>
Term	<i>second year third semester or second year fourth semester or third year fifth semester or third year sixth semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>International Economic Relations Chair, room 36 of the 2nd educational building, phone: (057) 702 18 30 (add. 3-71), website: https://kafmev.hneu.edu.ua/</i>
Teaching staff	<i>Gron Oleksandra, PhD, associate professor</i>
Contacts	<i>gronsense@gmail.com</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of International Economic Relations Chair, offline, according to the schedule, individual, PNS chat.</i>
Learning objectives and skills:	
the formation of students' necessary knowledge related to the understanding of business communications, their features, the development of the necessary skills and attitudes of practical skills of effective business communication.	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
<p>Topic 1. Basics of business communication.</p> <p>Topic 2. Development of emotional intelligence and interpersonal interaction.</p> <p>Topic 3. Non-verbal communication.</p> <p>Topic 4. Communications within the organization</p> <p>Topic 5. Management of team effectiveness.</p> <p>Topic 6. Development of negotiation skills and behavior in conflicts.</p> <p>Topic 7. Effective business text.</p> <p>Topic 8. Analysis and presentation of research results.</p> <p>Topic 9. Public speeches and presentations.</p> <p>Topic 10. Relations with the public.</p> <p>Topic 11. Communication with clients.</p>	



Topic 12. Ethics of business communications.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: interactive tasks by topic; case studies; individual and group tasks; presentations based on research results; colloquium.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.