

Central Ukrainian National Technical University
Department of economy, management and commercial activities



“Approved by”
Vice-rector for scientific
pedagogical activities
Andrii Kyrychenko

20²⁴ year

WORKING PROGRAM OF THE EDUCATIONAL DISCIPLINE
**BUSINESS COMMUNICATIONS IN PUBLIC
AND PRIVATE ACTIVITIES**

specialty 073 «Management»

educational program "Management of IT in the Global Business Environment»

Economic Faculty

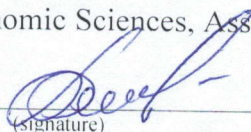
2024 - 2025 academic year

Developer: Androshchuk I.O., Candidate of Economic Sciences, Associate Professor of Department of Economy, Management and Commercial Activities

Working program was approved at the meeting of the department of economy, management and commercial activities.

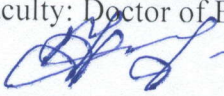
Protocol No. 1 from "28" August 2024

Head of the department: Candidate of Economic Sciences, Associate Prof. Riabovolyk T.F.



(signature) (Riabovolyk T.F.)

Dean of the faculty: Doctor of Economics, prof. Shalimova N.S



(signature) (Shalimova N.S.)

1. Description of the teaching discipline

Name of indicators	Field of knowledge, direction of training, educational and qualification level	Characteristic of the teaching discipline	
		full-time education	part-time education
Number of credits ECTS – 3	Field of knowledge 07 «Management and administration»	Professional training	
		Year of preparation:	
Total hours - 90	Specialty: 073 «Management»	1st	1st
	Educational and professional: «IT management in the global business environment»	Semester	
		1st	1st
		Lectures	
Weekly hours of teaching: classrooms – 2 Individual student work – 3,63	Level of higher education: second (master's)	16 hours	2 hours
		Practical, seminar	
		16 hours	2 hours
		Laboratory	
		-	-
		Individual work	
		58	86
Type of control: test			

Language of learning: English

2.The aim and tasks of the discipline

The main aim of teaching the course "Business communications in public and private activities" is to study the theory and practice of business communications, to master the skills of communication behavior in public and private organizations.

The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the national and global marketplace.

The tasks of the discipline "Business communications in public and private activities": describe and explain the essence of communication; describe and explain the different components of communication (sender, receiver, medium, feedback, etc.); identify potential barriers to effective communication in the public and private sectors and describe the several strategies/techniques for avoiding or overcoming each barrier; identify and describe standard media for communicating in and among organizations; identify and discuss key elements or an organization's communication policy and strategy; describe and apply basic knowledge of how communication units function, including communication planning, implementation, and evaluation; increase the understanding of the communication process, theories, and concepts as applied to business communication through textbook readings and assignments; develop the written business communication skills through successful completion of professional e-mail messages, memos, business letters, reports and chat GPT; improve the interpersonal and group communication skills through active participation in classroom group activities and assignments; develop the understanding of the professional uses of technology in business communication; develop the analytical skills in international and cross cultural business communication and awareness of challenges required for successful communication in global organizations; help the develop an ethical approach for the roles as business communicators through case discussions of business dilemmas and problems; knowledge of the nature of communications, the factors of effective communication, the specifics of communicative behavior, barriers that impede effective communication; knowledge of the specifics and forms of business communication in public sector organizations, methods of effective listening, clear writing, problems in business communication and methods for overcoming them; ability to analyze the audience and / or communication partner and apply adequate methods of attracting and maintaining attention, technology of self-presentation and public speaking, conducting business talks in different professional groups, in particularly IT sphere, meeting abroad; skills for applying these techniques and methods in practice.

Prerequisites for studying the discipline (structural and logical scheme of specialist training): requires basic knowledge in management. The study of this discipline is based on the concepts and concepts of the theory management, human resources management. It is necessary to speak English at the level not lower than B1.

Learning outcomes

As a result of studying the academic discipline, the student of higher education must receive

integral competence:

the ability to solve the complex tasks and problems in the field management or in the process of training, which provide conducting research and/or carrying out innovations for uncertainty of conditions and requirements.

general competencies:

ZK2. ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity);

ZK3. skills in using information and communication technologies;

ZK4. ability to motivate persons and move towards a common goal;

ZK5. ability to act on the basis of ethical considerations (motives).

special competencies:

SK2. ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement the appropriate strategies and plans;

SK5. ability to create and organize the effective communications in the management process;

SK6. ability to form leadership qualities and demonstrate them in the process of managing people;

SK8. ability to use the psychological technologies of work with personnel.

program learning outcomes:

PRN 2. identify problems in the organization and justify methods of solving them;

PRN 7. organize and carry out the effective communications within the team, with representatives of various professional groups and in the international context;

PRN 9. be able to communicate in professional and scientific circles in national and foreign languages;

PRN 10. demonstrate the leadership skills and ability to work in team, interact with people, influence on their behavior for solving the professional tasks.

3.Program of educational discipline**Theme 1. Business communication: an introduction**

The role of communication in private and public spheres. The definitions of communication. The purpose of communication. The communication situation. The communication process/cycle

Theme 2. Communication and organization structure

Forms of communication: formal communication; grapevine/informal communication. Barriers of communication. Principles of effective communication. Gateways to effective communication. Seven Cs of communication

Theme 3. Employment communication

Application letter. Resume: contents of a CV/resume; some tips for preparing an impressive CV. References. Discussions in groups: considerations in group discussion; discussion skills. Interview: types of Interview; candidate's preparation; interviewer preparation; Interview Do's and Don'ts

Theme 4. Communication and technology.

The role of technological advancement. Communication network: Intranet; Internet. E-mails. Short message service (sms). Teleconferencing. Videoconferencing. Zoom meeting.

Theme 5. Oral communication

Oral communication: advantages of oral communication: limitations of oral communication Two sides of oral communication. Principles of effective communication. Effective listening. Non-verbal communication.

Theme 6. Written communication.

Written communication. Purpose of writing. Principles of effective writing. Writing techniques. Electronic writing process. Internet slang. Chat GPT. Advantages and disadvantages of Chat GPT.

Theme 7. Business letters and report writing

Business letters: types of letter; structure of business letter; form of layout; style of presentation/form of letters. Memorandums: purpose of writing memorandums; the memorandum format. Report writing: types of business reports; characteristics and purpose of a good report; guiding principles of writing a report; preparing a report; structure of a report.

Theme 8. Presentation skill

Presentation: essence. Elements of presentation. Designing a presentation. Using visual aids. Appearance and posture. Rehearsal for presentation. Tips for an effective presentation.

Theme 9. Group communication

Meetings: meaning, objectives and types of meeting; procedure of convening a meeting. Media management. Press releases. Press conference. Media interview. Seminars. Workshop. Conference. Business etiquette.

Theme 10. Communicating Across Cultures in the global business environment

Developing intercultural skills. Managing first meeting. Presenting across culture. Negotiations across cultures. Working in an international team of different professional

groups, in particularly IT sphere. Managing diversity and creativity in the global business environment.

4. The structure of the teaching discipline

Names of content topics	Number hours						Number hours					
	full-time						part-time					
	total	including					total	including				
1		p	lab.	ind.	Ind. work	1		p	lab.	ind.	Ind. work	
1	2	3	4	5	6	7		3	4	5	6	7
Theme 1. Business communication: an introduction	7	2				5	9	1				8
Theme 2. Communication and organization structure	7	2				5	9					9
Theme 3. Employment communication	11		2			9	9					9
Theme 4. Communication and technology.	11	2				9	9	1				8
Theme 5. Oral communication	7		4			3	9		1			8
Theme 6. Written communication.	11		2			9	12					12
Theme 7. Business letters and report writing	7	4				3	9					9
Theme 8. Presentation skill	11		4			7	9		1			8
Theme 9. Group communication	7	2				5	9					9
Theme 10. Communicating Across Cultures in the global business environment	11	4	4			3	6					6
Number hours	90	16	16			58	90	2	2			86

5. Topics of practical classes

№	Theme name	Number hours	
		full-time	part-time
1	Theme 3. Employment communication	2	
2	Theme 5. Oral communication	4	1
3	Theme 6. Written communication.	2	
4	Theme 8. Presentation skill	4	1
5	Theme 10. Communicating Across Cultures in the global business environment	4	
	Total	16	2

6. Individual work

№	Theme name	Number hours	
		full-time	part-time
1	Theme 1. Business communication: an introduction	5	8
2	Theme 2. Communication and organization structure	5	10
3	Theme 3. Employment communication	9	10
4	Theme 4. Communication and technology.	9	8
5	Theme 5. Oral communication	3	8
6	Theme 6. Written communication.	9	12
7	Theme 7. Business letters and report writing	3	8
8	Theme 8. Presentation skill	7	8
9	Theme 9. Group communication	5	8
10	Theme 10. Communicating Across Cultures in the global business environment	3	6
	Total	58	86

7. Individual tasks

The purpose of completing individual tasks is to deepen knowledge of the discipline «Business communications in public and private activities». It involves in-depth study of such tasks:

1. The presentation on the theme: «The main tips for improve your communication in private and public activities».
2. The report on the theme «Cross Cultural Communication in some country». The country is chosen independently.
3. The reflection task of discipline «I am a better speaker among the managers. Why?».

8. Teaching methods

During the teaching of the educational discipline "Business communications in public and private activities", the following methods are used:

- verbal (lectures, conversations);
- visual and multimedia, during lectures and practical classes, including with the using of multimedia support;
- interactive learning methods during survey, TED talks, analysis of practical situations, discussion, brainstorming, business games, case study:

1. The Guessing Game.
2. One Word Letters.
3. Study Groups.
4. Team Debate Projects.

5. Peer Mentoring.

- distance learning methods using platforms: Moodle, Zoom, Google Meet.

9. Evaluation system and requirements

During the semester, the student can receive max. 100 points. According to the current control, the student can score points for activity in lectures and practical classes, identifying the level of preparation of student on the specified topic during the survey, testing, presentation of individual tasks and discussions.

The results of the student's academic work during the semester are taken into account when setting the overall grade for credit.

Exam evaluation criteria:

the grade "excellent" (90-100 points, A) deserves the student who:

- has comprehensive, systematic and deep knowledge of educational and program material;
- able to independently perform the tasks provided by the program, uses the acquired knowledge and skills in non-standard situations;
- mastered the basic and familiarized with the additional literature recommended by the program;
- has mastered the interrelationship of the main concepts of the discipline and is aware of their importance for the profession he acquires;
- freely expresses his/her own opinions, independently evaluates the various life phenomena and facts, revealing his/her personal position;
- independently determines the individual goals of one's own educational activity, has revealed creative the abilities and uses them when studying the educational and program material, has shown an inclination to the scientific work.

"Good" rating (82-89 points, B) is deserved by the student who:

- fully mastered and fluently (independently) owns the curriculum material, including applying it in practice, has a sufficient amount of system knowledge in accordance with the curriculum material, uses them with reason in the various situations;
- has the ability to independently search for information, as well as to analyze, pose and solve problems of a professional direction;
- during the answer he/her made some inaccuracies, which he himself corrects, selects convincing arguments to confirm the studied material;

the grade "good" (74-81 points, C) deserves the student who:

- generally completed the work, but answers the exam with the certain number of errors;
- able to compare, summarize, systematize information under the guidance of the professor, in general, independently apply it in practice, control one's own activity;
- mastered the curriculum material, successfully completed the tasks prescribed by the program, mastered the basic literature recommended by the program;

grade "satisfactory" (64-73 points, D) deserves the student who:

- knows the basic curriculum material in the amount necessary for further training and its using in the future profession;
- performs the task, but makes a significant number of mistakes when making a decision;

- familiar with the basic literature recommended by the program;
- makes mistakes when completing tasks in classes or exams, but finds ways to eliminate them under the guidance of the professor.

grade "satisfactory" (60-63 points, E) is deserved by the student who:

- possesses the basic curriculum material in the amount necessary for the further study and its using in the future profession, and the performance of tasks satisfies the minimum criteria. Knowledge is reproductive in nature.

grade "unsatisfactory" (35-59 points, FX) is awarded to the student who:

- revealed significant gaps in the knowledge of the main program material, made fundamental mistakes in the performance of the tasks provided by the program.

grade "unsatisfactory" (35 points, F) is awarded to the student who:

- possesses educational material only at the level of elementary recognition and reproduction of individual facts or does not possess it at all;
- makes gross mistakes when performing the tasks provided by the program;
- cannot continue his/her studies and is not ready for professional activity after graduating from the university without restudying this discipline.

Rating scale: national and ECTS

The sum of points for all types of educational activities	ECTS grading scale	Evaluation by the national scale	
		for an exam, course project (work), practice	For test
90-100	A	excellent	passed
82-89	B	good	
74-81	C		
64-73	D	satisfactory	
60-63	E		
35-59	FX	unsatisfactory with the possibility of retaking	not passed with the possibility of retaking
1-34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

10. Recommended sources of information:

General

1. Barney Erasmus, Gavier Tu Toit and Strydom Johan (2011), Introduction To Business Management (8th Ed) Oxford University Press
2. Bisen Vikram, Priya. Business Communication. 1st Edition. New Age International Pvt. Ltd., 2009. 173 p.
<https://www.lsms.ac/public/uploads/QS39QFsSvoB1yRzRRsqSUugdetH2b1FucFXeqSPpjBZ2pSYTLJ1575394810rgI4puLCqvyH64hfhjQKrfkESt52YQJzm0y7TTdFq2QYQfn41I.pdf>

3. Dumitrascu Sorin. *Communicating Across Cultures: A Practical Guide (Skills)* Paperback – November 12, 2020
4. Gavin Kennedy. *Everything is Negotiable*. Cornerstone Digital; 5Rev Ed Edition , 2019. 320 pp
5. George H. Ross. *Trump-Style Negotiation: Powerful Strategies and Tactics for Mastering Every Deal*. John Wiley & Sons Inc, 2018. 288 pp.
6. Guffey Mary Ellen and Loewy Dana (2022), *Essentials of Business Communication (12th Ed)*, Cengage Learning.
7. Locker Kitty O. (2014), *Business Communication: Building Critical Skills (6th Edition)*, McGraw-Hill/ Irwin.
8. Mclean Scott (2012), *Business Communication For Success (1st Ed)*, Flat World Knowledge Inc.
9. James, S., Ode, I. & Soola, E.O. (1990). *Introduction to Communication for Business and Organisations*, Ibadan: Spectrum Books Ltd.
10. Samovar, Larry A., Porter, Richard E., McDaniel, Edwin R. (2016). *Communication Between Cultures*. 9th Edition. Boston: Wadsworth, Cengage Learning. 432 pp.
11. Mitu, Narcis. (2021). Importance of Communication in Public Administration. *Revue de Sciences Politiques* (2344 - 4452). 134-145. http://cis01.central.ucv.ro/revistadestiintepolitice/files/numarul69_2021/12.pdf

Additional

12. Dewey J. *Introduction to Business Communications*. Clanrye international, 2018. 249 p.
13. Hartley P., Bruckmann C. G. *Business communication*. Taylor & Francis e-Library, 2007. <http://155.0.32.9:8080/jspui/bitstream/123456789/197/1/Business%20Communication%20%28%20PDFDrive.com%20%29.pdf>

Information resources

14. Business Communications Lab. URL: <https://bizcomm.uark.edu/>