

Центральноукраїнський національний технічний університет
Кафедра економіки, менеджменту та комерційної діяльності



“ЗАТВЕРДЖУЮ”

Проректор з
науково-
педагогічної роботи
КИРИЧЕНКО А.М.

20 25 року

РОБОЧА ПРОГРАМА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ

Business communication in professional and public activities (англ. мовою)

Спеціальність D7 «Торгівля»
Освітньо-професійна програма:
«Підприємництво та торгівля у смарт-середовищі»
Економічний факультет

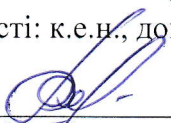
2025 – 2026 навчальний рік

Розробниця: канд. екон. наук, доцент Андрощук Ілона Олександрівна

Робочу програму схвалено на засіданні кафедри економіки, менеджменту та комерційної діяльності


Протокол від “ 28 ”серпня 2025 року № 1

Зав. кафедри економіки,
менеджменту та комерційної діяльності: к.е.н., доцент РЯБОВОЛИК Т.Ф.


(підпис)

(РЯБОВОЛИК Т.Ф.)

Декан економічного факультету: д.е.н., проф. ШАЛІМОВА Н.С.


(підпис)

(ШАЛІМОВА Н.С.)

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 D «Business, administration and law»	General training	
		Year of preparation:	
Total hours - 90	Specialty: D7 «Trade»	1st	1st
		Semester	
	1st	1st	
	Educational and professional: «Entrepreneurship and trade in a smart environment»	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

1. 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": explain the essence, purpose, and functions of communication in private public, and interdisciplinary contexts; define the components of the communication process (sender, message, channel, feedback, etc.), analyze potential communication barriers in the public and private sectors and apply modern strategies and adaptive techniques to overcome them, especially in volatile or uncertain conditions, apply communication models and planning techniques in professional settings, including in hybrid and remote formats, with a focus on decision-making under uncertainty, describe and use communication media relevant to business and public organizations and assess their effectiveness in reaching diverse audiences, develop and implement communication strategies and policies in business organizations, taking into account structural specifics, goals, and ethical considerations, demonstrate knowledge of communication theories and concepts, and critically apply them to analyze and improve real-world business communication processes, develop written business communication skills, including emails, memos, business letters, analytical reports, and AI-enhanced texts, enhance oral and interpersonal communication skills through group activities, role plays, business negotiations, and presentations, especially within mixed professional teams; develop the ability to adapt communication styles when interacting with professionals from different domains, particularly in cross-functional business settings; apply skills in communication planning, implementation, and evaluation in organizational contexts, including under dynamic or crisis conditions; use digital communication tools professionally (Zoom, Slack, Trello, email platforms, collaborative cloud tools), and follow best practices in digital etiquette and online leadership; analyze cross-cultural and international communication practices, identify challenges of multicultural collaboration, and propose creative strategies to improve communication effectiveness in global business environments; apply ethical reasoning to communication dilemmas, understand reputational risks, and develop responsible messaging in line with corporate social responsibility principles; identify and apply methods of effective listening, persuasive messaging, public speaking, and audience engagement, including in high-stakes contexts such as international meetings and negotiations; demonstrate persistence and self-efficacy in solving complex communication tasks, including strategic messaging, team coordination, and public engagement in entrepreneurial and commercial contexts.

Prerequisites for studying the discipline (structural and logical scheme of specialist training): considering the sequence of accumulation of knowledge and information, the discipline is studied in parallel with the teaching of the following disciplines:

Psychology of development and self-management, Technologies of management of trade activities in the digital sphere, Civil protection, Entrepreneurship in the smart environment, Innovative methods of personnel motivation, Logistics strategies in trade and distribution, Strategic and innovative development in the field of entrepreneurship and trade. 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 complex tasks and problems in the field of entrepreneurship and commerce or in the learning process, which involves conducting research and/or implementing innovations under uncertain conditions and requirements.

general competencies:

ZK 1. Ability to adapt and act in a new situation.

ZK 4. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

ZK 5. Determination and persistence in the tasks set and responsibilities undertaken.

special competencies:

SK3. ability to effectively manage the activities of business entities in the field of entrepreneurship and trade.

SK4. ability to solve problematic issues and make management decisions in professional activities

program learning outcomes:

PRN 1. Adapt and show initiative and independence in situations that arise in professional activities.

PRN 4. Apply business communications to support interaction with representatives of different professional groups.

PRN 5. Professionally, fully and with creative self-realization perform assigned tasks in the field of entrepreneurship and trade

PRN 9. Develop and make decisions aimed at ensuring the effectiveness of the activities of business entities in the field of entrepreneurship and trade.

PRN 10. Solve problematic issues arising in the activities of business and trade structures under conditions of uncertainty and risk

2. 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. Communication in different organizational structures (hierarchical, matrix, agile). Effective communication strategies in conditions of organizational changes and uncertainty. Case studies on communication failures and their impact on business decision-making

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. Adapting communication styles to different professional environments. Simulation: onboarding and professional adaptation in a new team. Interdisciplinary job interviews – communication with representatives of different professional fields

Theme 4. Communication and technology.

The role of technological advancement. Communication network: Intranet; Internet. E-mails. Short message service (sms). Teleconferencing. Videoconferencing. Zoom meeting. Managing communication in remote and hybrid teams. Digital etiquette and leadership communication online. Decision-making in digital collaboration platforms (Trello, Slack, MS Teams).

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. Persuasive communication for business leadership. Handling resistance and conflicts in verbal interactions. Role-play: communication during crisis and rapid changes.

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. Creating business messages in uncertain and crisis situations. Developing adaptive messaging strategies for different stakeholders. Use of AI for decision support in business writing.

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. Presenting solutions to business problems for interdisciplinary teams. Peer evaluation based on clarity, adaptability, and persuasion. Using presentations for decision-making and leadership influence.

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. Decision-making models in group settings. Group dynamics in cross-functional teams. Leadership roles in meetings: simulation exercises.

Theme 10. Communicating Across Cultures in the global business environment

Intercultural skills development, managing first meetings; presenting and negotiating across cultures. Collaboration in international and interdisciplinary teams, managing diversity, equity, inclusion and creativity. Integration of ethics and CSR in cross-cultural communication, communicating ESG values to global stakeholders. Addressing ethical dilemmas and conflicting norms, promoting transparency, responsibility and sustainability in line with UN SDGs. Case studies: multinational project communication; ESG-related failures and reputational risks. Strategies for cultural and professional diversity management, fostering creativity with sustainability-oriented messaging and responsible leadership.

4. The structure of the teaching discipline

Names of content topics	Number hours						Number hours					
	full-time						part-time					
	total	including					total	including				
		l	p	lab.	ind.	Ind. work		l	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					10
Theme 3. Employment communication	11		2			9	9					10
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					8
Theme 8. Presentation skill	11		4			7	9		1			8
Theme 9. Group communication	7	2				5	9					8

Theme 10. Communicating Across Cultures in the global business environment	11	4	4			3	7					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. Androshchuk I.& Kramar B (2025). Peculiarities of business communications in public activities: practical cases. Економіка, управління та адміністрування, (3(113). URL: <https://ema.ztu.edu.ua/issue/view/19532>
13. Androshchuk I., Potieieva M, Linchevska V. The impact of business communication on business success. Ефективна економіка № 8, 2025. DOI: <http://doi.org/10.32702/2307-2105.2025.8.98>
14. Dewey J. Introduction to Business Communications. Clanrye international, 2018. 249 p.
15. 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>
16. Panchenko, V N., Viunyk, O., Androshchuk I., Guk, O. Methodological approach to the implementation of planning in the management system of innovative and production activities of enterprises for the sustainable economic development of the region. International Journal of Sustainable Development and Planning, Vol. 17, No. 8, pp. 2385-2392. <https://doi.org/10.18280/ijstdp.170805>
17. Андрощук І.О., Липчанський В.О., Пітел Н.С. Комунікаційна стратегія підприємства як засіб уникнення конфліктних ситуацій в сучасному бізнес-середовищі. Економіка та суспільство. 2025. № 73. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/6274>
18. Гайдуков , В., Андрощук, І., & Липчанський, В. (2024). Нейропсихологічні фактори у конфліктності соціально-трудових відносин та методи запобігання конфліктам як передумова створення ефективного бізнес-середовища сучасних організацій. Науковий вісник Міжнародної асоціації науковців. Серія: економіка, управління, безпека, технології, 3(3). <https://doi.org/10.56197/2786-5827/2024-3-3-6>. <https://man.org.ua/nv/index.php/about/article/view/94>
19. Дивизинюк Б.М., Андрощук І.О. Удосконалення комунікаційних навичок здобувачів в контексті підвищення якості надання освітніх послуг / Б.М. Дивизинюк, І. О. Андрощук // Конкурентоспроможна модель інноваційного розвитку економіки України: матеріали VI Міжнар. наук.-практ. конф., м. Кропивницький, 07-08 груд. 2023 р. – Кропивницький : ЦНТУ, 2023. – С. 114-115.
20. Царенко І.О., Царенко О.О. Стратегії форенізації та доместикації при перекладі міжнародної реклами та продуктів кіно-та телеіндустрії. Вісник університету імені Альфреда Нобеля. ISSN 2523-4749 (online) Серія «ФІЛОЛОГІЧНІ НАУКИ». 2020. № 2 (20). <https://phil.duan.edu.ua/images/PDF/2020/2/35.pdf>

Information resources

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