

	<p>MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE CENTRAL UKRAINIAN NATIONAL TECHNICAL UNIVERSITY</p> <p>Department of economy, management and commercial activities</p> <p>Syllabus of the educational discipline</p>	
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<b>Course title</b>	BUSINESS COMMUNICATIONS IN PUBLIC AND PRIVATE ACTIVITIES
<b>Field of knowledge, direction of training, educational and qualification level</b>	<p>Level of higher education: second (master's)</p> <p>Field of knowledge: 07 «Management and administration»</p> <p>Specialty: 076 «Entrepreneurship and trade»</p> <p>Educational and professional program: «Entrepreneurship and trade in a SMART-environment»</p>
<b>Lecturer</b>	 <p>Androshchuk Ilona, Candidate of Economic Sciences, Associate Professor of Department of Economy, Management and Commercial Activities</p>
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<b>Scope and characteristics of the discipline</b>	<p>Mandatory discipline of general training.</p> <p>Form of control: test</p> <p>Total number of credits – 3, hours – 90, incl. lectures - 16 hours, practical classes - 16 hours, independent work - 58 hours.</p> <p>Format: face-to-face / online</p> <p>Teaching language: English</p> <p>The teaching year is 2024-2025</p>
<b>Consultations</b>	<p>The consultations are held in accordance with the Schedule posted on the informative resource moodle.kntu.kr.ua; in Zoom video conference, via e-mail, Viber by agreement.</p>
<b>Prerequisites</b>	<p>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, Quality Management, Economic Diagnostics and Information Technologies, Technologies of management of trade activities in the digital sphere, Civil protection, Entrepreneurship in the smart-environment, Innovative methods of personnel motivation. It is necessary to speak English at the level not lower than B1.</p>

## **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.

## **2. 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.

### **3. Course policies and academic integrity**

It is expected that students of higher education will adhere to the principles of academic integrity and be aware of the consequences of its violation.

When organizing the educational process at the Central Ukrainian National Technical University, students of higher education, professors and administration act in accordance with: Regulations on the organization of the educational process; Regulations on the organization of the study of selective academic disciplines and the formation of the individual university curriculum; Code of Academic Integrity of the Central Ukrainian National Technical University.

### **4. Program of educational discipline**

No	Theme name	Number hours	Task
1	<b>Theme 1. Business communication: an introduction.</b> The role of communication in private and public spheres. The definitions of communication. The purpose of communication. The communication situation. The communication process/cycle	7	oral survey, practical problems, cases, individual work, work in groups, tests
2	<b>Theme 2. Communication and organization structure.</b>	7	oral survey, practical

	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.		problems, cases, individual work, work in groups, tests
3	<b>Theme 3. Employment communication.</b> 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.	11	oral survey, practical problems, cases, individual work, work in groups, tests
4	<b>Theme 4. Communication and technology.</b> 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).	11	oral survey, practical problems, cases, individual work, work in groups, tests
5	<b>Theme 5. Oral communication.</b> Oral communication: advantages of oral communication: limitations of oral communication Two sides of oral communication. Principles of effective communication. Effective listening. Non-verbal communication. Handling resistance and conflicts in verbal interactions. Role-play: communication during crisis and rapid changes.	7	oral survey, practical problems, cases, individual work, work in groups, TED-talks, tests
6	<b>Theme 6. Written communication.</b> 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.	11	oral survey, practical problems, cases, individual work, work in groups, tests
7	<b>Theme 7. Business letters and report writing.</b> 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.	7	oral survey, practical problems, cases, individual work, work in groups, tests
8	<b>Theme 8. Presentation skill.</b> 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.	11	oral survey, practical problems, cases, individual work, work in groups, tests
9	<b>Theme 9. Group communication.</b> 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.	7	oral survey, practical problems, cases, individual work, work in groups, tests
10	<b>Theme 10. Communicating Across Cultures in the global business environment.</b> Developing intercultural skills. Managing first meeting. Presenting across culture. Negotiations across cultures. Working in an international team of different professional groups. Managing diversity and creativity in the global business environment.	11	oral survey, practical problems, cases, individual work, work in groups, tests
	Total	90	

## 5. Evaluation system and requirements

During the semester, the student can receive max. 100 points, including: first control module – 50 points, second control module – 50 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.

Types of control: current, final.

The control methods: observation of students' educational activities, oral survey, test control.

Final control form: test.

The semester test consists of assessment the level of mastery of educational material by the student of higher education in lecture, practical, seminar classes and the performance of individual tasks according to the one-level and two-level ("passed", "not passed") and ECTS scale of learning results.

The credit assessment criteria:

- "passed" - the student has the stable knowledge of the main concepts of the discipline, can formulate relationships between concepts.

- "not passed" - the student has significant gaps in knowledge, cannot formulate the relationship between the concepts studied in the course, has no idea about most of the basic concepts of the discipline being studied.

### 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

## 6. 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](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>
14. 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>
15. 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.
16. Царенко І.О., Царенко О.О. Стратегії форе́нізації та домести́кації 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**

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

Is considered and approved at the meeting of the department of economy, management and commercial activities. Protocol No. 1a from "30" August 2024.