




MINISTRY OF EDUCATION AND  
SCIENCE OF UKRAINE  
CENTRAL UKRAINIAN  
NATIONAL TECHNICAL  
UNIVERSITY  
Department of economy, management  
and commercial activities  
Syllabus of the educational discipline



<b>Course title</b>	BUSINESS COMMUNICATIONS IN PUBLIC AND PRIVATE ACTIVITIES
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<b>Field of knowledge, direction of training, educational and qualification level</b>	Level of higher education: second (master's) Field of knowledge: 07 «Management and administration» Specialty: 073 «Management» Educational and professional: «Management of business organizations»
<b>Scope and characteristics of the discipline</b>	Mandatory discipline of general training. Form of control: test Total number of credits – 3, hours – 90, incl. lectures - 14 hours, practical classes - 14 hours, independent work - 62 hours. Format: face-to-face / online Teaching language: English
<b>Consultations</b>	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, Telegram by agreement.
<b>Prerequisites</b>	The content of the discipline is related to such special courses as «Information systems and technologies», «Time Management», «Fundamentals of Management» is a discipline that combines both special and interdisciplinary knowledge. The list of disciplines it provides: «Fundamentals of entrepreneurship Activity». 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.

## **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":** 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 of 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 and reports; 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, meeting abroad; skills for applying these techniques and methods in practice.

## **2. 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 of using the informative 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).

ZK9. ability to make justified decisions in the conditions of risk and uncertainty

**special competencies:**

SK2. ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, to develop and implement the relevant ones 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:**

PRN2. identify the problems in the organization and justify the methods of solving them;

PRN7. organize and carry out the effective communications within the team, with representatives of various professional groups and in the international context;

PRN9. be able to communicate in professional and scientific circles in national and foreign languages;

PRN10. demonstrate the leadership skills and ability to work in team, interact with people, influence on their behavior for solving the professional tasks.

### 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

№	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> Forms of communication: formal communication; grapevine/informal communication. Barriers of communication. Principles of effective communication. Gateways to effective communication. Seven Cs of communication	7	oral survey, practical 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	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	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	7	oral survey, practical problems, cases, individual work, work in groups, tests
6	<b>Theme 6. Written communication.</b> Written communication. Purpose of writing. Principles of effective writing. Writing techniques. Electronic writing process.	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. meeReport 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.	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.	7	oral survey, practical problems, cases, individual work, work in groups, tests
10	<b>Theme 10. Communicating Across Cultures. Business meeeting abroad.</b> Developing intercultural skills. Managing first meeting. Presenting across culture. Negotiations across cultures. Working in an international team. Managing diversity and creativity.	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/QS39QFsSvoB1yRzRRsqSUugdeth2b1FucFXeqSPpjBZ2pSYTLJ1575394810rgI4puLCqvyH64hfjQKrfkESt52YQJzm0y7TTdFq2QYQfn41I.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>

### **Information resources**

14. 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. 1 from "28" August 2023.