

Syllabus of the educational component Business communication

Name of the academic discipline	Business communication
Level of higher education	first (educational)
Course homepage in Moodle	https://dl.khadi.kharkov.ua/course/view.php?id=1628
Academic workload	4 credits (120 hours)
Form of summative assessment	final test
Consultations	according to the schedule
Name of the department	Economics and entrepreneurship
Language of instruction	the english language
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Course description:

The goal of the course is to form a system of knowledge and skills for conducting business meetings and negotiations, handling business correspondence; to develop an understanding of peculiarities of the manifestation of economic laws in business activities and their effects.

The main objectives of the academic discipline are to help students acquire:

knowledge of:

- functions of business communication in carrying out entrepreneurial activity;
- the role of communication skills in negotiations and meetings;
- types of business communication situations and corresponding rules of conduct;
- features of international entrepreneurship and the basics of intercultural communication.

skills in:

- determining the impact of ethical regulators on the behavior and efficiency of business entities;
- creating conditions for the protection of trade secrets.

Prerequisites for studying the educational component:

Basics of law, Enterprise economics, Transportation entrepreneurship, Business planning, Personnel management.

Competencies acquired by the student:

- Ability to adapt and act in a new situation.
- Ability to motivate people and move towards a common goal.

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

Ability to solve problematic issues and make managerial decisions in professional activities.

Program Learning Outcomes (PLO):

Ability to adapt to and show initiative and independence in situations arising in professional activities.

Ability to apply material and moral incentives and other tools to motivate personnel and partners to achieve the goal.

Ability to apply business communication skills to support the interaction with representatives of different professional groups.

Ability to solve problematic issues arising in the activities of business, trade and / or exchange structures under conditions of uncertainty and risks.

Topic outline

№	Theme (LC, LW, PC, EW, IA, IW)*	Hours	
		Full-time learning	Part-time learning
1	LC. BUSINESS COMMUNICATION AS A PROCESS OF INFORMATION EXCHANGE	1	
	PC. Concept of business communication and its stages. Business etiquette. Business protocol.	1	0.25
	IW. Business communication: from past to present	11	14
2	LC. ETHICS OF BUSINESS COMMUNICATION	1	0.5
	PC. Public speaking	1	0.25
	IW. Assessment of possible business risks and losses	11	14
3	LC. VERBAL COMMUNICATION	1	0.5
	PC. Conducting an interview	1	0.25
	IW. Public speaker training: the example of B. Obama and B. Gates	11	14
4	LC. NONVERBAL COMMUNICATION	1	0.5
	PC. Interview with the use of nonverbal communication	1	0.25
	IW. Body language	11	15
5	LC. WRITTEN BUSINESS COMMUNICATION	2	
	PC. Writing a business letter. Designing a business card	2	
	IW. Rules for addressing people, apologizing, and refusing in business correspondence	11	14
6	LC. NEGOTIATION STRATEGY	2	0.5
	PC. Negotiation strategy and tactics (round-table negotiations)	2	0.25
	IW. Seven golden rules of negotiation	11	14
7	LC. MANIPULATIONS IN BUSINESS COMMUNICATION	2	0.5
	PC. Manipulation techniques in business communication	2	
	IW. Three manipulation techniques in business communication	11	15
8	LC. BASICS OF INTERCULTURAL COMMUNICATION	2	0.5
	PC. Features of on-line correspondence	2	0.25
	IW. CV writing tips	11	14
Total in the semester (LC)		16	4

Total in the semester (PC)	16	2
Total in the semester (IW)	88	114
Total in the academic discipline	120	120

* LC – lecture classes, LW – laboratory work, PC – practical classes, IA– individual assignments,
IW – individual work

Individual educational and research task: at the request of higher education applicants, it is recommended to take the course **CULTURE OF TOLERANCE: HOW TO BUILD A SOCIETY FOR ALL TO ENJOY**
https://courses.prometheus.org.ua/courses/course-v1:Prometheus+TOL101+2020_T3/course/

Teaching methods:

1) verbal:

1.1 traditional: lectures, explanations, storytelling, etc;

1.2 interactive (non-traditional): problem-based lectures, discussions, etc;

2) visual: method of illustration and demonstration

3) practical:

3.1 traditional: practical classes, seminars;

3.2 interactive (non-traditional): business and role-playing games, trainings, discussion-based seminars, round tables, brainstorming.

Grade policy:

formative assessment

1 The formative assessment of applicants' completing assignments in class and independent work is carried out using a 4-point scale with a further conversion to a 100-point scale. During the formative assessment, all types of course assignments are accounted.

1.1 Students' performance at lectures is assessed by determining the scores for the implementation of specific assignments.

1.2 Students' performance at practical classes is assessed by the scores for the implementation of tests or individual tasks, preparation and implementation of practical work.

2 The formative assessment of higher education applicants is carried out at each practical class (laboratory class or seminar) using a 4-point scale ("5", "4", "3", "2") and recorded in the academic progress log.

- "excellent": the applicant has perfectly mastered the theoretical material, demonstrates in-depth knowledge of the relevant topic or discipline, its main principles;

- "good": the applicant has mastered the theoretical material well and reasonably presents it; is familiar with the main aspects of the primary sources and recommended literature; has acquired practical skills, expresses his / her views on certain problems but shows inaccuracy in the knowledge and makes errors in the logic of the presentation of the theoretical material or in the analysis of the practical content;

- "satisfactory": the applicant has basically mastered the theoretical knowledge of the educational theme or discipline, is familiar with the primary sources and

recommended literature but is inconsistent in his / her answers, confuses concepts, hesitates to answer additional questions, does not possess good knowledge in the course; when giving answers to practical questions, shows inaccuracy in the knowledge, is unable to evaluate facts and phenomena, to connect them with the future profession;

– “unsatisfactory”: the applicant has not mastered the educational material on the topic (discipline), does not know scientific facts, definitions, is almost unfamiliar with the primary sources and recommended literature, lacks scientific thinking, has no practical skills.

3 The total formative score is calculated as the arithmetic mean of points for each class assignment, individual work, test according to the formula:

$$K^{nomoy} = \frac{K1 + K2 + \dots + Kn}{n},$$

where K^{nomoy} is the total formative score obtained based on the results of the formative assessment;

$K1, K2, \dots, Kn$ is the score for the n^{th} formative assessment assignment;

n is the number of formative assessment assignments.

Grades are converted into scores according to the conversion scale (Table 1).

Table 1 – Conversion of the average grade for a formative assessment assignment into a multi-point scale

4-point scale	100-point scale	4-point scale	100-point scale		4-point scale	100-point scale	4-point scale	100-point scale
5	100	4.45	89		3.90	78	3.35	67
4.95	99	4.4	88		3.85	77	3.3	66
4.9	98	4.35	87		3.80	76	3.25	65
4.85	97	4.3	86		3.75	75	3.2	64
4.8	96	4.25	85		3.7	74	3.15	63
4.75	95	4.20	84		3.65	73	3.1	62
4.7	94	4.15	83		3.60	72	3.05	61
4.65	93	4.10	82		3.55	71	3	60
4.6	92	4.05	81		3.5	70	from 1.78 to 2.99	from 35 to 59
							retaking	
4.55	91	4.00	80		3.45	69	from 0 to 1.77	from 0 to 34
4.5	90	3.95	79		3.4	68	retaking	

summative assessment

1 The final test is conducted after studying all the topics of the discipline and is passed by higher education applicants during the test period after the completion of all classroom studies.

2 The permission for taking the test is granted to higher education applicants who have completed all types of course assignments:

- attended all classes (lecture, seminar, and practical ones);
- timely fulfilled the tasks that were assigned at all classes they missed;

- scored the minimum number of points for current academic performance (at least 36 points, which corresponds to “3” according to the national scale).

If the total formative score of a higher education applicant in the discipline is below 36 points, they have an opportunity to increase their total formative score to the minimal one before the start of the examination session.

3 Assessment of the applicants’ knowledge at passing the test is carried out on a 100-point scale.

Performance and requirements:

- “Excellent”: no less than 90 % of correct answers;
- “Very good”: from 82 % to 89 % of correct answers;
- “Good”: from 74 % to 81 % of correct answers;
- “Average”: from 67 % to 73 % of correct answers;
- “Mostly average”: from 60 % to 66 % of correct answers;
- “Failing”: less than 60 % of correct answers.

4 The summative score in the discipline is determined as a weighted average score, taking into account the total formative grade and the grade for the final test.

5 The calculation of the total summative score for the study of the discipline is carried out by the formula:

$$I\bar{K}^{ek3} = 0,6 \cdot K^{nomoy} + 0,4 \cdot E,$$

where $I\bar{K}^{ek3}$ is the summative score for disciplines, the form of summative assessment for which is an exam;

K^{nomoy} is the total formative score based on the formative assessment results (on a 100-point scale);

E is the score received for the final test (on a 100-point scale);

0,6 i 0,4 are the coefficients of the total formative score and the score for the final test.

6 For individual independent work and participation in scientific events, applicants are awarded additional points.

6.1 Additional scores are added to the sum of scores gained by the higher education applicant during the formative assessment (for disciplines, the summative assessment for which is a final test), or to the summative score (for the discipline, the summative assessment for which is an exam).

6.2 The number of additional points awarded for different types of individual assignments depends on their volume and significance:

- awards in the discipline at the international / all-Ukrainian competition of student research papers – 20 points;
- awards in the discipline at All-Ukrainian Olympiads – 20 points;
- participation in an international / all-Ukrainian competition of student research papers – 15 points;
- participation in international / national scientific conferences of students and young scientists – 12 points;
- participation in All-Ukrainian Olympiads in the discipline – 10 points;

- participation in Olympiads and scientific conferences in the discipline held by KhNADU – 5 points;
- implementation of individual research (educational and research) challenging assignments, including successful completion of the course CULTURE OF TOLERANCE: HOW TO BUILD A SOCIETY FOR ALL TO ENJOY https://courses.prometheus.org.ua/courses/course-v1:Prometheus+TOL101+2020_T3/course/ – 5 points.

6.3 The number of additional points must not exceed 20 points.

7 The total summative score for the study of the discipline cannot exceed 100 points.

The total summative score for the study of the discipline is determined according to the scale given in Table 2.

Table 2 – Scale for evaluating the performance of applicants based on the results of the final control for the discipline

Score	Assessment according to the national scale		Assessment according to the ECTS Grading Scale	
	exam	final test	Grade	Criteria
90-100	Excellent	Passed	A	The theoretical content of the course is mastered completely, without gaps, the necessary practical skills of working with the mastered material are formed, all course assignments are completed, the quality of most of them is estimated by the number of points close to maximum
80-89	Good	Passed	B	The theoretical content of the course is mastered completely, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all course assignments are completed, the quality of most of them is estimated by the number of points close to maximum
75-79			C	The theoretical content of the course is mastered completely, without gaps, some practical skills of working with the mastered material are insufficiently formed, all course assignments are completed, the quality of any of them is not assessed by the minimum number of points, some types of tasks are performed with errors
67-74	Average		D	The theoretical content of the course is partially mastered, but the gaps are not significant, the necessary practical skills of working with the mastered material are basically formed, most of the course assignments are completed, some of them contain errors

Score	Assessment according to the national scale		Assessment according to the ECTS Grading Scale	
	exam	final test	Grade	Criteria
60–66			E	The theoretical content of the course is partially mastered, some practical skills are not formed, many of the course assignments are not completed, or the quality of some of them is estimated by the number of points close to minimum
35–59	Below average	Failed	FX	The theoretical content of the course is partially mastered, the necessary practical skills are not formed, most of the course assignments are not completed, or the quality of their implementation is estimated by the number of points close to minimum; provided additional independent work on the course material, it is possible to improve the performance (with the possibility of retaking the course)
0–34	Failing		F	The theoretical content of the course is not mastered, the necessary practical skills are not formed, all assignments contain bad mistakes, additional independent work on the course material will not lead to any significant improvement in the performance (with a mandatory course retaking)

Course policy:

- the course implies teamwork; the environment in the classroom is friendly, creative, open to constructive criticism;
- mastering the discipline involves mandatory attendance of lectures and practical classes, as well as individual work;
- individual work involves studying certain topics of the academic discipline that are assigned for individual study or considered briefly;
- all course assignment must be completed on time;
- if a higher education applicant does not attend classes for a valid reason, they present the completed assignments performed during their individual work at the consultation with the teacher;
- while studying the course, higher education applicants must adhere to the rules of academic integrity set out in the following documents: “Rules of academic integrity for participants in the educational process at KhNADU” (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.pdf), “Academic integrity. Checking the text of academic, scientific and qualification works for plagiarism” (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf), “Code of ethics for participants in the educational process at KNADU” (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf).

- in case of detection of the fact of plagiarism, the applicant receives 0 points for the assignment and must retake the course assignment;
- cheating during tests and exams is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing.

Recommended literature:

1. Basic

1.1. Business communications, book, Издателство на Българската академия на науките “Проф. Марин Дринов” Professor Marin Drinov Publishing House of BAS, Sofia, 2021, 150 p.

1.2. Levchenko Ya. Economy and business: course book / Ya. Levchenko, I. Shevchenko, O. Dmytriieva. – Kharkiv.: Brovin O. V., 2019. – 200 p.

2. Supplementary

2.1. Business Communication for Success.
<https://open.lib.umn.edu/businesscommunication/>

3. Information resources

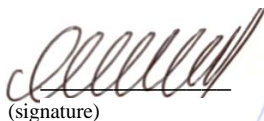
3.1. What is Business Communication & Why Do You Need It?
<https://www.nextiva.com/blog/what-is-business-communication.html>

4. Other

4.1. Business communication 101, business communication skills basics, and best practices: <https://www.youtube.com/watch?v=h1fCJM1LMaY>

Developer:

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(position, scientific degree, academic title)



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