

**Syllabus
selective component (SC)**

Peculiarities of multinational professional communication

Subject title:	Peculiarities of multinational professional communication
Level of higher education:	first (undergraduate)
Course page in Moodle :	https://dl2022.khadi-kh.com/course/view.php?id=4172
The scope of the educational component	3 credits (90 hours)
Final control form	credit test
Consultations:	by schedule
Name of the department:	Department of foreign languages
Teaching language:	Ukrainian
Course leader:	Ptushka Anastasiia Serhiivna, PhD (philology), associate professor
Contact phone number:	(057) 707-37-21
Email : _	methodengl@gmail.com

Brief content of the educational component:

The goal is to acquaint students with the fundamental norms of business etiquette of a philologist specialist, with the problems of the essence and functioning of language, its system and structure, the relationship between language and society, language and thinking, as well as the norms of business communication and writing.

Subject: moral and psychological aspects business communication, its ethical and psychological mechanisms.

The main tasks of studying an academic discipline are:

creation of students' basic understanding of moral and psychological aspects of communication in the field of business relations, ethical mechanisms of their development; understanding that the ethics of business communication determines a person's ability to implement an individual professional program taking into account constant changes in social processes; mastering the rules of conduct in future professional activities, which involve making decisions that affect the fate of other people, personal responsibility for the consequences caused by communicative influence.

Prerequisites for studying the educational component:

in order to successfully master the discipline, students must use the knowledge, skills and abilities acquired during the study of the courses: History and Culture of Ukraine, Ukrainian language (for professional orientation), Philosophy, Foreign language.

Competencies acquired by the acquirer:

The ability to realize one's rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

The ability to preserve and increase the moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

Ability to apply knowledge in practical situations.

The ability to freely, flexibly and effectively use the languages studied, in oral and written form, in different genre-stylistic varieties and registers of communication (official, unofficial, neutral), to solve communicative tasks in various spheres of life.

The ability to provide advice on compliance with the norms of literary language and speech culture.

Ability to organize business communication.

Learning outcomes according to the educational program:

Communicate freely on professional issues with specialists and non-specialists in national and foreign languages orally and in writing, use them to organize effective intercultural communication.

Cooperate with colleagues, representatives of other cultures and religions, adherents of different political views, etc.

Know the norms of the literary language and be able to apply them in practical activities.

Use the languages being studied in oral and written forms, in different genre-stylistic varieties and registers of communication (official, unofficial, neutral), to solve communicative tasks in everyday, social, educational, professional, scientific spheres of life.

Thematic plan

Topic No	Title of topics (LC – lecture classes, LC – laboratory classes, PC – practical classes, IT – individual task, SS – self-study)	Number of hours	
		ocular	extramural
1	2	3	4
1	LC Basic definitions of the concept of "culture".	2	
	PC Ethics of communication and business etiquette of the countries of the world. The United States of America.	2	
	SS Working with methodical materials by topic.	6	
2	LC Ethics of communication and business etiquette of Canada.	2	
	PC Ethics of communication and business etiquette of England.	2	
	SS Working with methodical materials by topic.	6	
3	LC Ethics of communication and business etiquette of the Netherlands.	2	
	PC Ethics of communication and business etiquette of Finland.	2	
	SS Working with methodical materials by topic.	6	
4	LC Communication ethics and business etiquette of Hungary.	2	
	PC Communication ethics and business etiquette in Germany.	2	
	SS Working with methodical materials by topic.	8	
5	LC Ethics of communication and business etiquette of France.	2	
	PC Ethics of communication and business etiquette of Spain.	2	
	SS Working with methodical materials by topic.	8	

6	LC Ethics of communication and business etiquette of Italy.	2	
	PC Communication ethics and business etiquette of Turkey.	2	
	SS Working with methodical materials by topic.	8	
7	LC Ethics of communication and business etiquette of the Countries of the Arab world.	2	
	PC Ethics of communication and business etiquette of Thailand.	2	
	SS Working with methodical materials by topic.	8	
8	LC Ethics of communication and business etiquette of South Korea.	2	
	PC Ethics of communication and business etiquette of China and Japan.	2	
	SS Working with methodical materials by topic.	8	
In one semester		90	
TOTAL by discipline		90 LC -16 PC -16 SS -58	

Teaching methods, assessment forms and methods:

- 1) verbal: 1.1 traditional: explanation, story, conversation, etc.;
- 1.2 interactive (non-traditional): problem solving , discussions , etc .;
- 2) visual: method of illustrations, method of demonstrations;
- 3) practical: 3.1 traditional: practical training;
- 3.2 interactive (non-traditional): business and role-playing games, trainings, discussions, "round table", brainstorming method.

Evaluation system and requirements:

Everyday performance

1 The everyday success of students for the performance of educational types of work in training sessions and for the performance of independent work tasks is evaluated using a four-point rating scale with subsequent transfer to a 100-point scale. During the evaluation of the everyday academic performance, all types of work provided for by the educational program are taken into account .

1.1 Lecture classes are evaluated by determining the quality of performance of specified tasks.

1.2 Practical classes are evaluated by the quality of performance of a control task or an individual task, performance and design of practical work.

1.3 Laboratory classes are evaluated by the quality of reports on the performance of laboratory work.

1.4 Seminar classes are evaluated by the quality of individual assignment/abstract.

2 The current performance of higher education applicants is assessed at each practical session (laboratory or seminar) on a four-point scale ("5", "4", "3", "2") and entered in the journal of academic performance.

– "excellent": the student has mastered the theoretical material flawlessly, demonstrates deep knowledge of the relevant topic or academic discipline, the main provisions;

- "good": the student has mastered the theoretical material well, has the main aspects of primary sources and recommended literature, argumentatively presents it; has practical skills, expresses his/her thoughts on certain problems, but certain inaccuracies and errors are assumed in the logic of the presentation of theoretical content or in the analysis of practical ones;

- "satisfactory": the student has basically mastered the theoretical knowledge of the academic topic or discipline, orients himself in primary sources and recommended literature, but answers unconvincingly, confuses concepts, answers additional questions uncertainly, does not have stable knowledge; when answering questions of a practical nature, reveals inaccuracy in knowledge, does not know how to evaluate facts and phenomena, connect them with the future profession;

– "unsatisfactory": the student has not mastered the educational material of the topic (discipline), does not know scientific facts, definitions, hardly orients himself in primary sources and recommended literature, lacks scientific thinking, practical skills are not formed.

3 The final score for the current activity is recognized as the arithmetic mean sum of points for each lesson, for individual work, current test works according to the formula:

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

where K^{nomou} is the final assessment of success based on the results of current control;

$K1, K2, \dots, Kn$ is evaluation of the of the n^{th} current control measure;

n is the number of measures of current control.

Assessments are converted into points according to the calculation scale (table 1).

Table 1 – Recalculation of the average grade for the current activity 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 the exam	
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 the course	

Final assessment

1 The exam is held after studying all topics of the discipline and is completed by students of higher education during the examination session after the end of all classroom classes

2 Students of higher education who have completed all types of work prescribed by the curriculum in the discipline, named below, are admitted to the exam:

- were present at all classroom classes (lectures, seminars, practical);

- completed all missed classes on time;
- scored the minimum number of points for the current academic performance (at least 36 points, corresponding to the national scale "3");

If the current success in the discipline is lower than 36 points, the higher education applicant has the opportunity to increase his current point to the minimum before the beginning of the examination session.

3 Assessment of the knowledge of applicants when taking the exam is carried out on a 100-point scale.

Assessment of the knowledge of applicants through testing is carried out according to the following scale:

- "Excellent": at least 90% of correct answers;
- "Very good": from 82% to 89% of correct answers;
- "Good": from 74% to 81% of correct answers;
- "Satisfactory": from 67% to 73% of correct answers;
- "Satisfactory enough": from 60% to 66% of correct answers;
- "Unsatisfactory": less than 60% of correct answers.

4 The final grade for the academic discipline is determined as a weighted average grade that takes into account the overall grade for the current academic performance and the grade for passing the exam.

5 The calculation of the overall final grade for the study of an academic discipline is carried out according to the formula:

$$PK^{ek3} = 0,6 \cdot K^{nomo4} + 0,4 \cdot E,$$

where PK^{ek3} is the final assessment of success in disciplines, whose form of final control is an exam;

K^{nomo4} is final assessment of success based on the results of current control (on a 100-point scale);

E is assessment based on the results of the exam (on a 100-point scale).

0,6 і 0,4 are coefficients of the ratio of points for everyday success and passing the exam.

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

6.1 Additional points are added to the sum of points scored by the student of higher education for the current educational activity (for disciplines for which the final form of control is a test), or to the final grade in the discipline for which the final form of control is an exam.

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

- prizes in the discipline at the international / all-Ukrainian competition of scientific student works - 20 points;
- prize places in the discipline at the All-Ukrainian Olympiads - 20 points;
- participation in the international / all-Ukrainian competition of scientific student works - 15 points
- participation in international / all-Ukrainian 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 of the KhNAHU in the discipline - 5 points;
- performance of individual scientific and research (educational and research) tasks of increased complexity - 5 points.

6.3 The number of additional points cannot exceed 20 points.

7 The total final grade for studying an academic discipline cannot exceed 100 points.

The overall final grade for the study of the academic discipline is determined according to the scale given in Table 2.

Table 2 – The scale for evaluating the knowledge of the students based on the results of the final control of the academic discipline

Grade in points	Grade on a national scale		Grade according to the ECTS scale	
	examination	test	Grade	Criteria
90-100	Excellent	Passed	A	The theoretical content of the course has been mastered in its entirety, without gaps, the necessary practical skills for working with the mastered material have been formed, all educational tasks provided for in the training program have been completed, the quality of their performance has been assessed with a number of points close to the maximum
80–89			B	The theoretical content of the course has been mastered in its entirety, without gaps, the necessary practical skills for working with the mastered material have mainly been formed, all educational tasks provided for by the training program have been completed, the quality of most of them has been assessed with a number of points close to the maximum
75-79			C	The theoretical content of the course has been mastered in its entirety, without gaps, some practical skills of working with the mastered material have not been formed enough, all educational tasks provided for by the training program have been completed, the quality of none of them has been assessed with a minimum number of points, some types of tasks have been completed with errors
67-74			D	The theoretical content of the course is partially mastered, but the gaps are not of a significant nature, the necessary practical skills for working with the mastered material are basically formed, most of the educational tasks provided by the training program have been completed, some of the completed tasks may contain errors

Grade in points	Grade on a national scale		Grade according to the ECTS scale	
	examination	test	Grade	Criteria
60–66			E	The theoretical content of the course has been partially mastered, some practical work skills have not been formed, many educational tasks provided by the training program have not been completed, or the quality of some of them has been assessed with a number of points close to the minimum.
35–59	Unsatisfactory	Not passed	FX	The theoretical content of the course has been partially mastered, the necessary practical work skills have not been formed, most of the prescribed training programs of educational tasks have not been completed, or the quality of their implementation has been assessed with a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the performance of educational tasks (with the possibility of retaking)
0–34			F	The theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed educational tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of the performance of educational tasks (with a mandatory repeat course)

Course policy:

- mastering the discipline involves mandatory attendance at practical classes, as well as independent work;
- independent work involves the study of individual topics of the academic discipline, which are presented in accordance with the program for independent study, or were considered briefly;
- all tasks provided for by the program must be completed within the set time;
- if the student of higher education is absent from classes for a good reason, he presents the completed tasks during independent preparation and consultation of the teacher;
- while studying the course, students of higher education must comply with the rules of academic integrity set forth in the following documents: "Rules of academic integrity of participants in the educational process of the KhNAHU" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.p_df), "Academic integrity. Checking the text of academic, scientific and qualification papers for plagiarism" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf),

"Moral and ethical code of participants in the educational process of the KhNAHU (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf).

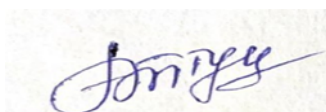
Recommended Books:

1. Абрамович С. Д., Чікарьова М. Ю. Риторика. Київ. 2001. 240 с.
2. Афанасьєв І. Діловий етикет. Етика ділового спілкування. Київ, 2003. 368 с.
3. Богдан С. К. Мовний етикет українців: Традиції і сучасність. Київ, 1988. 508 с.
4. Волкова Н. П. Професійно–педагогічна комунікація. Київ. 2006. 256 с.
5. Дорошенко С. І. Основи культури і техніки усного мовлення. Харків. 2002. 144 с.
6. Дюмін О. З., Ніколаєва А. О. Ділове спілкування (Риторика та ораторське мистецтво): Практ. посіб. Харків, 2001. 146 с.
7. Зубенко Л. Г., Нємцов В. Д. Культура ділового спілкування: Навч. посібник. Київ, 2002. 200 с.
8. Малахов В. Етика спілкування: Навч. посібник. Київ, 2006. 400 с.
9. Радевич-Винницький Я. Етикет і культура спілкування. Львів, 2001. 223 с.
10. Harper T. Passport United Kingdom: Your pocket guide to British business, customs, and etiquette. California, 1997. 102 p.
11. Moore J. H. The Etiquette Advantage: Rules for the Business Professional. Nashville, 1998. 240 p.

Additional sources:

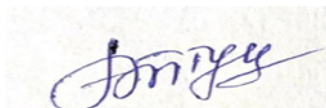
1. Етика спілкування і діловий етикет <https://dl2022.khadi-kh.com/course/view.php?id=4172>
2. Курс розмовної англійської мови https://www.youtube.com/playlist?list=PL7A12je0LT5WM1YQfSMI2wYN5ao9f_VRs
3. Carte P., Fox C. Bridging the culture gap: A practical guide to international business communication (2nd ed.). Philadelphia, 2008. 198 p.
4. <http://www.gsas.harvard.edu>.
5. <http://owl.english.purdue.edu>.
6. <http://europass.cedefop.europa.eu>.

Developer of the
syllabus of the academic
discipline:



Ptushka A. S.
Full name

Head of the department



Ptushka A. S.
Full name