



Course syllabus

"Business English Communication"

The degree of higher education - Master's degree

Field of knowledge - 07 Management and administration

Specialty - 073 Management

Educational and scientific program: "International management"

Discipline – compulsory

Academic year: 1

Semester: 1

Number of ECTS credits: 5

Language of teaching: English

Head of the course

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Course description

The goal of the discipline is the formation of the necessary level of communicative ability in the spheres of business and professional discourse in oral and written forms, as well as the development of sustained interest in its content. Studying the discipline "Business Communications in English" requires a higher level of English language proficiency, mandatory mastery of the program of the previous stages of the courses, as well as purposeful, persistent work, active interaction and cooperation in practical classes and independent completion of a complex practical individual task.

The task of studying the discipline consists in the formation of students' communicative culture and intercultural competence, in the acquisition of practical English language skills in various spheres of speech activity at the level of business and partnership contacts, and the establishment of diplomatic partnerships with native speakers.

The formation of communicative culture involves mastering the language as a means of communication. The formation of business intercultural competence is connected with the need for active participation in communication with representatives of different cultures. All of the above should stimulate the development of the skills of adequate speech behavior in business meetings and negotiations, diplomatic debates, in presentations and speeches.

In addition, the task of the course is to develop speaking skills and other professional needs (processing of the latest information, searching for materials from original foreign sources, working with business papers).

Course structure

Hours (lect. / sem.)	Topics	Training results	Tests
2/2	Topic 1. Business communications in the 21st century.	To understand the meaning of the concept of "business communication", to master the basic skills of communicative activity.	Current survey, Standardized tests
2/4	Topic 2. Official reports. Format of official reports: introduction, main part, conclusion.	To know the main characteristic features of official speeches, be able to write speeches and present them to the audience using visual aids.	Presentation of reports
4/6	Topic 3. Official speeches as a means of communication. Format of official speeches. Speech delivery skills. Use of visual aids.	To identify the characteristic features and typology of speeches; teach how to write speeches/speech with a negative content, speeches/speech with a positive content; master the requirements for writing conclusions; to master the art of giving a speech.	Performances
2/6	Topic 4. Mastering the art of presentation.	To consider the main criteria for an effective oral presentation; select and organize the content of presentation materials; master the design of visual aids and advertising leaflets; show the importance of commercial use of websites.	Current survey
2/6	Topic 5. Types of presentations, features of presenting a presentation to an audience.	To show the direction of the presentation to an international audience; master the skills of preparing for an oral presentation: main accents; mastering the ability to conduct a group presentation while distributing duties and responsibilities.	Presenting a presentation
3/6	Topic 6. Negotiation strategies and technologies, types of negotiations and their components	To master the skills of conducting effective negotiations; master the ethics of business negotiations - the unwritten rules of negotiations and their observance. To identify the main types of negotiations and their components.	Team work

Recommended sources of information

1. Batchenko L. V., Bondar I. S., Rusavska V. A. Biznes-komunikatsii v mizhnarodnomu menedzhmenti: Navch. pos. K:Lira-K, 2021. 304s.
2. Bystrytskyi Ye., Proleiev S., Zymovets R. Komunikatsiia i kultura v globalnomu sviti. Vyd-vo: Dukh i Litera, 2020. 416s.
3. Boholiubova N.M. Mizhkulturna komunikatsiia. 2017. URL: https://stud.com.ua/90283/kulturologiya/mizhkulturna_komunikatsiya
4. Erin Meier. Kulturna karta, Bariery mizhkulturnoho spilkuvannia v biznesi. V-vo: Nash format, 2020, 224s.
5. Ketrin Stotkhart. Yak znaity spilnu movu. Vpevnenist i kharyzma pry spilkuvanni z osobystostiamy riznoho typu. V-vo: KM-BUKS, 2022.
6. Janine Kurnoff, Lee Lazarus, (2021) Everyday Business Storytelling, Create, Simplify, and Adapt A Visual Narrative for Any Audience: Wiley. 278p.
7. John P. Stewart, Don Fulop. (2019). Mastering the Art of Oral Presentations: Winning Orals, Speeches, and Stand-Up Presentations 1st Edition: Wiley. 177p.
8. Joel Peterson, Entrepreneurial Leadership: The Art of Launching New Ventures, Inspiring Others, and Running Stuff Happer Collins Leadership 2020, 225p.
9. J.C. Moore (2018). Time To GIT: Quick Public Speaking Guide Paperback, KenCee Publishers LLC, Conyers, GA. 24p.
10. Khan, A.A.& Taher, M. A. (2016). Business Communication: Report Writing. Dhaka: Abir Publication.
11. M. O'Keefe, L. Lansford, R. Wright, E. Frenedo, L. Wright (2018). Business Partner B1, Pearson Education Limited.
12. Nancy Duarte. (2016). HBR Guide to Persuasive Presentations: Unabridged. 229p.
13. Prajeet Budhale. (2021). The Golden Book of Business Presentation Skills: Quick and Easy Tips to Make Powerful Presentations: Kindle Edition.
14. Raman, Meenakshi & Sangeeta Sharma. (2022). Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press.
15. Susan Lowe, Louise Pile (2020) Business English language practice: Effective communication in business English, Delta publishing.

Evaluation policy

- **Deadline and retake policy:** Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).
- **Academic Integrity Policy:** write-offs during control work are prohibited (including using mobile devices).
- **Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Evaluation

Credit module 1	Credit module 2	Credit module 3
30 %	40 %	30 %
Oral survey (1-3 topics) - 10 points per topic - max. 30 points. Modular control work (topics 1-3) - max. 70 points.	Presentation of reports (topics 4-6) - max. 60 points. Modular control work (topics 4-6) - max. 40 points.	Preparation of CPIT - max. 40 points. Protection of CPIT - max. 40 points. Participation in trainings - max. 20 points.

Assessment scale

ECTS	Grades	Content
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactory
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course