

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
International Economic Relations and Project Management Department

SYLLABUS
of the optional educational component
**«Business Communication and Etiquette in International
Business»**

Degree	Bachelors
Field of study	029 «International relations»
Program subject area	291 «International relations, public communications and regional studies» 292 «International economic relations»
Study program	«International Relations», «International business»

Syllabus of optional educational component «Business Communication and Etiquette in International Business» bachelor's training for the students – degree 029 «International relations», program subject area 291 «International relations, public communications and regional studies», 292 «International economic relations», study program «International Relations», «International business»

AUTHOR PhD in economics, associate professor of
International Economic Relations and
Project Management Department

Viktoriia Kukharyk

Approved

Guarantor of the educational-professional program



_____ (Prof. A. Boyar)

Syllabus of educational component was approved at the meeting of the International Economic Relations and Project Management Department

Protocol # 1 as of «30» August 2022

Deputy Head Department



Prof. A. Boyar

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Titles	Branch of knowledge, Specialty, Education Degree	Nature of the academic subject
Full-time study	29	Normative
Total amount of academic hours / Number of credits 180/6	International Relations 291 «International relations, public communications and regional studies», «International Relations»	Year of education: 3
Individual scientific research task : -	292	Semester: 5
	International Economic Relations, International Business Bachelor	Lectures: 10 h.
		Seminars: 20 h.
		Independent work: 128 h.
		Consultations: 22 h.
		Form of control: Pass/fail test
Language of learning		<i>English</i>

II. INFORMATION ABOUT THE LECTURER

Lecturer	<u>Viktoria Kukharyk</u>
Degree	<u>PhD in Economics</u>
Academic status	
Position	<u>associate professor</u>
Contact information	kucharyk.viktoria@vnu.edu.ua 0957885233
Days of classes	http://194.44.187.20/cgi-bin/timetable.cgi

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Annotation of the course

The academic discipline of free choice is designed to acquaint students with the basic concepts of business communication; to promote students' understanding of the essence and features of business etiquette; to acquaint students with the peculiarities of a business person appearance and behavior; to deepen students' knowledge of business communication principles.

2. **Prerequisites** – Introduction to the specialty "International Economic Relations", Diplomatic protocol

Post-requisites – Economic diplomacy, Business communication and etiquette in international business, Business communications

3. Purpose and tasks of the educational component.

The main **purpose** of the academic subject "Business Communication and Etiquette in International Business" is to form students' ability to properly communicate and interact with people, effectively exchange information, to model communication in various systems, as well as to create a verbal and visual image of a business person and companies, to conduct business negotiations and to establish new business contacts.

The **task** of the discipline is to provide a systematic view of business communication and etiquette in international business based on an integrated approach; to learn the conceptual and categorical apparatus of the

discipline, to master the structure, functions, types and forms of business communication; to find out the structural components of etiquette; to analyze the role of etiquette in modern business practice.

4. Learning outcomes (competencies).

Competences	Integral	General	Professional
	The ability to solve complex specialized problems and practical problems in the field of international economic relations in general and international business in particular, as well as in the learning process, which involves the application of new theories and methods in conducting comprehensive research of world economic relations, is characterized by complexity and uncertainty.	GC 1. Ability to exercise their 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, human and civil rights and freedoms in Ukraine	PC8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.
		GC 3. Ability to study and be modernly trained	PC10. Ability to justify the use of legal, economic and diplomatic methods (tools) for resolving conflict situations at the international level.
		GC 5. Ability to communicate in the state language both orally and in writing	PC14. Ability to communicate at the professional and social levels using professional terminology, including oral and written communication in state and foreign languages.
		GC 6. Ability to communicate in foreign languages	PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice. Additional professional competencies for the bachelor according to the educational and professional program
		GC 8. Ability to abstract thinking, analysis and synthesis	PC18. Ability to analyze the structure and features of the international marketing policy of the enterprise, to understand and implement various forms of international marketing, methods of entering foreign markets for goods and services; understand and use the institutional and information tools and management methods of a modern international company, including financial, HR, operational, logistics and other types of management.
GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)			
	GC 12. Knowledge and understanding of the subject area and understanding of professional activity		

Program learning outcomes	critierion code	Description
	PLO 1.	Treat professional self-improvement responsibly, aware of the need for lifelong learning, show tolerance and readiness for innovative change.
	PLO 2.	Communicate freely on professional issues in state and foreign languages orally and in writing, professionally use economic terminology
	PLO5.	Have the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with experts from other fields of knowledge / activities) on the basis of valuing diversity, multiculturalism, tolerance and respect for them.
	PLO6.	Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the guidance of a leader, taking into account the requirements and features of today in a limited time.
	PLO15.	To determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them.
	PLO17.	Identify the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine.
	PLO19.	Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.
	PLO21.	Understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both state and foreign languages.
	PLO23.	Recognize the need for lifelong learning in order to maintain a high level of professional competence.
	PLO28.	Carry out analysis and synthesis of international information; determine the information value of international databases; understand and use information that reflects the activities of international companies; to carry out competitive intelligence and other information and analytical research on a wide range of problems of international business, to communicate their results in the international business environment.

5. The structure of the educational component.

Content modules and topics	Total	Lect	Sem	Cons	IW.	Control form/ Score
CONTENT MODULE 1. BUSINESS COMMUNICATION IN INTERNATIONAL BUSINESS						
Topic 1. Business communication as part of the social interaction mechanism	70	4	10	10	50	DS, DB, E SP/C /30
Total content module 1.	70	4	10	10	50	30
CONTENT MODULE 2. BUSINESS ETIQUETTE IN INTERNATIONAL BUSINESS						
Topic 2. Ethics and etiquette of business communications	50	4	6	6	38	DS, DB, E SP/C /18
Topic 3. Intercultural differences in business communication	28	2	4	6	40	DS, DB, E SP/C /12 ISW / 40
Total content module 2.	78	6	10	12	78	100
Total scores/ hours	180	10	20	22	128	100

Control methods*: DS – discussion, DB – debates, SP/C – solving problems/cases, ISW – individual student’s work, E – essay

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6. Task for independent work

№	Topic	Hours
1.	Business communication as part of the social interaction mechanism	50
2.	Ethics and etiquette of business communications	38
3.	Intercultural differences in business communication	40
Total amount of hours		128 год.

IV. EVALUATION POLICY

The teacher's policy regarding the student: Class attendance is a compulsory component. For objective reasons (for example, illness, employment, internship), training can take place online upon agreement with the teacher (platform Microsoft Teams)

Academic Integrity Policy: Writing off during ongoing module work and testing is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during class.

Deadlines and Rescheduling Policy: Assignments that are submitted late without reason will be graded at a lower score (75% of the maximum possible points for the activity). The repassing of modules takes place with the teacher's permission if there are reasons (for example, sick leave).

V. FINAL ASSESSMENT

The final control takes place in the form of a credit, the knowledge of students is evaluated during the current control based on the results of all seminars and module control work.

VI. EVALUATION SCALE

The scale for evaluating the knowledge of students of educational components, credit (test)

Score	Linguistic assessment
90 – 100	Credited
82 – 89	
75 - 81	
67 -74	
60 - 66	
1 – 59	Uncredited (repassing is necessary)

VI. RECOMMENDED LITERATURE AND INTERNET RESOURCES

Methodological provision

1. Кухарик В. В. Особливості етикету дарування ділових подарунків у різних країнах. / В. В. Кухарик // Modern Economics. 2022. № 33(2022). С. 44-49. URL: <https://modecon.mnau.edu.ua/issue/33-2022/kukharyk.pdf> DOI: [https://doi.org/10.31521/modecon.V33\(2022\)-06](https://doi.org/10.31521/modecon.V33(2022)-06). (фахове видання України категорії «Б»)
2. Кухарик В. В. Провідні чинники крос-культурного переговорного процесу // В.В. Кухарик / Науковий простір: актуальні питання, досягнення та інновації: матеріали III Міжнародної наукової конференції, м. Хмельницький, 13 травня, 2022 р. / Міжнародний центр наукових досліджень. – Вінниця: Європейська наукова платформа, 2022. – с. 138-140. DOI 10.36074/mcnd-13.05.2022
3. Кухарик В. В. Крос-культурні аспекти ділових переговорів // В.В. Кухарик / Економіка, фінанси, облік та право: актуальні проблеми теорії та практики: збірник тез доповідей міжнародної науково-практичної конференції (Полтава, 14 травня 2022 р.): у 2 ч. Полтава: ЦФЕНД, 2022. Ч. 1. с. 10-11
4. Кухарик В. В. Крос-культурні комунікативні бар'єри у діловій комунікації // В.В. Кухарик / Економіка підприємства: вектори розвитку в умовах глобальних змін. Матеріали науковопрактичної конференції (м. Вінниця, 27-28 травня 2022 р.). – Херсон: Видавництво «Молодий вчений», 2022. – с. 5-8

Mandatory

1. Етика ділового спілкування : навчальний посібник / [Т.Б. Гриценко, С.П. Грищенко, Т.Д. Іщенко та ін.]. – К.: Центр учбової літератури, 2017. – 344 с
2. Русавська В., Бондар І., Батченко Л. Бізнес-комунікації в міжнародному менеджменті. Навчальний посібник. - К.: Ліра-К, 2017. – 304 с.
3. Глінковська Б. (Glinkowska V.), Чеботарьов Є., Чеботарьов В. Крос-культурні підприємницькі комунікації : навчальнометодичний посібник для магістрантів ; Держ. закл. „Луган. нац. ун-т імені Тараса Шевченка”. – Старобільськ, 2018. – 120 с.

Supplementary

1. Бізнес-комунікації в міжнародному менеджменті : навч. посіб. / Л. В. Батченко, І. С. Бондар, В. А. Русавська. – Київ : Видавництво Ліра-К, 2017. – 300 с. URL: <https://lira-k.com.ua/preview/12365.pdf>
2. Business Communication and Report Writing. Handbook URL: https://www.fasset.org.za/downloads/Business_Communication_and_Report_Writing_Handbook.pdf