

Educational component	Selective educational component № 3.2 «Business Communication and Etiquette in International Business»
Degree of higher education	First (Bachelor) level
Name of specialty / study programme	292 International Economic Relations /International Business
Mode of study	Full-time
Year of studies, semester, duration	2 ^d year, 4 th semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	150 (10/20), 5 credits ECTS
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the selective educational component	PhD in Economics, Associate Professor of the Department of International Economic Relations and Project Management Viktoriia Kukharyk
Short description	
Prerequisites	Required knowledge: business etiquette, psychology, sociology, foreign language level not lower than A2 (English)
What will be studied?	The concept of business communications; verbal and nonverbal international business communications; main communication barriers, manipulation in international business communication; etiquette in the modern business world, national features of business etiquette; corporate ethics, ethical principles of business communication, rules and norms of business meetings, how to prepare and plan a business meeting; negotiation strategy; features of communication in conflict situations, ways to resolve them; style and manners of a businessman, business paraphernalia
Why is it interesting and should be learnt?	The subject's learning allows future professionals to combine knowledge of formal business style of speech and culture of business communications with their practical use in the relevant situation, and will help to learn a code of conduct that will form a tolerant, tactful employee in business and promote success and profit.
What can be learnt? (study results)	The subject's learning will develop ability to communicate and interact with people properly, to exchange information with different actors effectively, to model communication in different systems, as well as create a verbal and visual image of a business person and company, to conduct business negotiations and to establish new business contacts.
How can the acquired knowledge and skills (competences) be used?	To use verbal and nonverbal technologies in communications effectively, to form communication strategy, to determine ethical decisions, to use knowledge of language etiquette in business negotiations, to determine the image of a business woman and man, to characterize the main types of business image, to create the company's image
Suggested readings	<ol style="list-style-type: none"> 1. Business Communication for Success (in English). URL: https://doi.org/10.24926/8668.0201 2. Business Etiquette (in English). URL: http://surl.li/bhayy 3. The International Business Etiquette Guide (in English). URL: http://surl.li/bhayz