

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри міжнародної
економіки і менеджменту
Протокол № 1 від 28.08.2023 р.



ПОГОДЖЕНО

Проректор
роботи

з навчально-методичної

Каріна НЕМАШКАЛО

**КОМУНІКАЦІЇ ТА ДІЛОВИЙ ПРОТОКОЛ
(ІНОЗЕМНОЮ МОВОЮ)**

робоча програма навчальної дисципліни (РПНД)

Галузь знань **05 Соціальні і поведінкові науки**
Спеціальність **051 Економіка**
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Освітня програма **Міжнародна економіка**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

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Надія ПРОСКУРНІНА

Гарант програми

Людмила ПІДДУБНА

Харків
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS**

APPROVED

at the meeting of the Department of International Economics and Management

Protocol No.1 dated 28.08.2023



Karina NEMASHKALO

COMMUNICATIONS AND BUSINESS PROTOCOL

the work programs of the academic disciplines

Field of study *05 Social and Behavioral Sciences*
Specialty *051 Economics*
Academic degree *Master*
Academic program *International Economy*

Discipline status *compulsory*
Language of teaching, study and assessment *English*

Developer:
Doctor of Economic Sciences,
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Kharkiv
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INTRODUCTION

The decisive factor for the success of any enterprise in modern business conditions is the construction of an effective communication system both with external stakeholders and at the intercorporate level. An important aspect of building business relationships in the context of deepening globalization processes in the economy is the use of a business protocol that establishes clear rules and principles of communication for each business participant.

Developing trust and reputation is an integral aspect of business relations. Good business etiquette is a great way to solidify international business relations. When dealing with international clients, building trust and respect becomes crucial. Communication evolves according to needs and technological innovations. Hence the need for constant innovation in line with the competition and the international market. Working in international communication requires a certain general culture to adapt to national customs.

The purpose of studying “Communications and Business Protocol” academic discipline is to formation of a complex of theoretical knowledge and practical skills of effective business communication in accordance with the ethical norms of modern society and the peculiarities of business communication with representatives of English-speaking countries, deepening of knowledge of the English language for professional purposes.

In accordance with the goal, the main tasks of the discipline are the development of theoretical knowledge and practical skills of business communication by students, that is:

- mastering the concepts of ethics and culture of business communication;
- understanding the features of speech and non-verbal communication;
- formation of skills for organizing a personal and corporate image in accordance with the requirements of the international business protocol;
- mastering the technologies of establishing and maintaining contacts with representatives of different business cultures and developing behavioral models in various difficult situations of international business;
- acquisition of theoretical knowledge and practical skills in organizing and conducting business meetings, receptions, negotiations.

The subject of “Communications and Business Protocol” course is tools of formation business communication processes and business protocol in the field of international business.

The object of the academic discipline is the process of building an effective communication process in international business

Applicants of the second (master’s) level of education in the educational program “International Economy”, who master “Communications and Business Protocol” discipline, will be able to use the skills of effective communication in the environment of both domestic and global business. Studying the course contributes to the development of self-esteem and the ability to independently learn, develops leadership skills and the ability to manage people.

The results of training and competence formed by the educational discipline are defined in the Table 1.

Table 1

Competencies and learning outcomes of discipline

| Learning outcomes | Competencies |
|--------------------------|--------------------------|
| LO2. | GC4, GC7, SC2. |
| LO3. | GC4, GC5, SC2, SC5, SC7. |
| LO5. | GC7, SC5. |
| LO15. | GC3. |

GC – General Competence

GC3. Ability to motivate people and move towards a common goal

GC4. Ability to communicate with representatives of other professional groups of various levels (with experts from other fields of knowledge/types of economic activity).

GC5. Ability to work in a team.

GC7. Ability to act on the basis of ethical considerations (motives).

SC – Special Competence

SC2. Ability to professional communication in the field of economics in a foreign language

SC5. Ability to identify key trends in socio-economic and human development.

SC7. Ability to substantiate management decisions regarding the effective development of economic entities.

LO – Learning Outcome

LO2. Develop, substantiate and make effective decisions on the development of socio-economic systems and management of subjects of economic activity

LO3. Communicate freely on professional and scientific issues in national and foreign languages orally and in writing

LO5. Adhere to the principles of academic integrity

LO15. Organize the development and implementation of socio-economic projects, taking into account information, methodological, material, financial and personnel provision

PROGRAM OF EDUCATIONAL DISCIPLINE

Content of the academic discipline

Content module 1. Communication processes at the enterprise

Topic 1. Ethics, etiquette and protocol in business communication.

Lecture 1. The role of ethics in business. History of ethics and business ethics. Features of the implementation of ethics in business communication. Basic characteristics of business ethics. Principles, norms, rules and elements of ethics in business.

Topic 2. The essence and structure of business communication.

Lecture 2. The essence of business communications. Communication and management efficiency. Communication process and its components. Means and forms of business communication. Business protocol and its principles.

Topic 3. Culture of business communication.

Lecture 3. Modern concept of business communication. Types of business communications. Differences between oral and written business communication. Norms of modern business communications. Rules of language etiquette. Selection of lexical units and grammatical constructions. Greetings, introductions and farewells according to the rules of etiquette. Business correspondence

Topic 4. Verbal and non-verbal communication in business.

Lecture 4. The essence, types and forms of verbal communication. General rules of verbal communication. The essence of non-verbal communication. The main types and functions of non-verbal communication. Interrelationship of verbal and non-verbal means of communication.

Topic 5. Cross-cultural communications in international companies.

Lecture 5. The essence of the concept of "culture" in the theory of language communication. The essence of a cross-cultural approach to doing business. The essence of cross-cultural communication. Basic elements of intercultural communication. Factors of cross-cultural communication development. Models of cross-cultural conduct of business.

Topic 6. Features of remote communication.

Lecture 6. The essence of remote communication. Various types of remote communication. Remote communication skills. Good practices in remote communication. Tools to improve remote communication.

Content module 2. Business protocol and negotiations

Topic 7. The image of a business person and the image of an organization

Lecture 7. Image: essence, meaning and types. The image of a business person. The image of a business man. Office and corporate style. Business paraphernalia. Time management as a component of success. Rules for the optimal use of time. Teamwork: the concept of groups, their types, the reasons for the formation. The process of developing groups and teams. The concept of conflict situations, conflicts, their types and factors. Methods of resolving conflict situations in international communications.

Topic 8. Organizational and legal aspects of communication with foreign partners.

Lecture 8. Psychology of business communications. Organizational aspects of communication with foreign partners. Legal aspects of communication with foreign partners. Guest ethics and etiquette. Types of business meetings – essence and characteristics. Official and informal business meetings.

Topic 9. Organization and conduct of business negotiations/receptions.

Lecture 9. The essence of business negotiations. Types of business negotiations. Stages of conducting business negotiations and conversations. Analysis of the results of negotiations and implementation of agreements reached.

Topic 10. International diplomatic and business protocol.

Lecture 10. The essence of international diplomatic and business protocol. Principles and practices of international diplomatic and business protocol. National features of the business protocol. Cross-cultural management in the field of business communication. Peculiarities of business ethics and etiquette in Ukrainian society. Protocol aspects of negotiations with foreign partners.

The list of practical (seminar) classes by academic discipline is given in the table 2

Table 2

The list of practical (seminar) classes

| Name of the topic and / or task | Content |
|--|---|
| Practical 1 | Seminar "The Importance of Ethics and Entrepreneurial Culture in International IT Business" |
| Practical 2 | Seminar "Business communications and business protocol in the context of ensuring business competitiveness on the international market" |
| Practical 3 | Situational tasks "Communicative techniques in interpersonal and business communication" |
| Practical 4 | Colloquium "Leadership and conflict resolution in business communications" |
| Practical 5 | Practical work "Research of the image of a business person" |
| Practical 6 | Practical work "Development of the business image of the organization" |
| Practical 7 | Case "Cross-cultural business communications" |
| Practical 8 | Business game "Conducting business negotiations" |
| Practical 9 | Seminar "Business protocol - the basis of effective business communications" |
| Practical 10 | Case "Etiquette of remote communication" |

The list of individual work by academic discipline is given in the table 3

Table 3

The list of individual work

| Name of the topic and / or task | Content |
|--|---|
| Topic 1 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 2 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |

| Name of the topic and / or task | Content |
|--|---|
| Topic 3 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 4 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 5 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 6 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Control work | Preparation for the test |
| Topic 7 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 8 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 9 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Topic 10 | Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic |
| Control work | Preparation for the test |
| Creative task | Preparation of the presentation |
| Essay | Writing an essay |

Number of hours of lecture, practical (seminar) and/or of laboratory classes and hours of individual work are given in the work plan (technological map) for the academic discipline.

TEACHING METHODS

In the educational process, to enhance the educational and cognitive activity of students in “Communications and Business Protocol” discipline, the following teaching methods are used: lectures; workshops; independent work; individual work; consultations.

The lecture form of conducting classes involves the use of the following methods:

1. Lecture-visualization (Lecture 1, 5, 8, 10).
2. Problematic (Lecture 3, 6).
3. Video lecture (Lecture 7).
4. Lecture-conversation (Lecture 2, 4, 9).
5. Mini-lecture (Lecture 7).

The practical form of classes involves the use of the following methods:

1. Seminars (Practical 1, 2, 9),
2. Colloquia (Practical 4),
3. Business (imitation) games (Practical 3, 8),
4. Work in small groups (Practical 6),
5. Project presentations (Practical 5),
6. Brainstorming (Practical 6),

7. Case method (Practical 7, 10).

The teaching of the material is accompanied by the use of general educational and innovative methods and measures to enhance the student's interest in the educational material (applied, methodological, psychological).

FORMS AND METHODS OF EVALUATING

Simon Kuznets Kharkiv National University of Economics uses a cumulative (100-point) rating system.

Evaluation of the results of studying "Communications and business protocol" academic discipline is carried out according to the following types of control:

1. The current one, which is conducted during the semester and is evaluated by the sum of points scored (the maximum amount is 100 points, the minimum is 60 points):

- practical classes (1 point based on survey results, 4 points for completing a practical task. Maximum 50 points);

- independent work, which consists of studying lecture material, preparing for practical classes, searching, selecting and reviewing literary sources on a given topic, as well as completing the 1st individual research task (writing abstracts, messages, essays, reports), which is evaluated from 4 to 10 points;

- tests (two current tests, which are evaluated from 8 to 16 points each. The total number of points is a maximum of 32);

- presentation (from 2 to 8 points. During the semester, students perform 1 individual creative task on a topic determined by the lecturer);

2. Final. The final assessment of the training course is calculated as the sum of the points received by the student during the current control. A student should be considered certified if the sum of points obtained as a result of the final control is equal to or exceeds 60.

More detailed information about the evaluation system is provided in the work plan (technological map) for the academic discipline.

RECOMMENDED BOOKS

Basic literature

1. Creative Solutions to Global Business Negotiations [Text]. - Third Edition Copyright Business Expert Press, LLC, 2021.

2. Kalyuzhka, N. S. Ethics of professional and business communication (Етика професійного і ділового спілкування) [Text]: teaching method. manual / N. S. Kalyuzhka; Grigory Skovorody University in Pereyaslav. - Kyiv: Gulyaeva V. M., 2022. – 227 p.

3. Mayfield M. Fundamental Theories of Business Communication: Laying a Foundation for the Field New Perspectives in Organizational Communication [Text] / Mayfield M., Mayfield J., Walker R. - Springer International Publishing, 2021.

4. Thill J. V. Excellence in Business Communication, Global Edition [Text] / John V. Thill, Courtland L. Bovee. - Pearson Higher Ed, 2021

Additional literature

5. Cultural diplomacy (Культурна дипломатія) [Text]: training. manual / [V. Matvienko and others] ; in general ed. Iryna Matyash and Viktora Matvienko; Kyiv. national University named after Taras Shevchenko, International Institute of relations, Sciences. t-vo history of diplomacy and international relations - Kyiv: GDIP, 2021. – 248 p.

6. The art of eloquence, the culture of communication and business communication (Мистецтво красномовства, культури спілкування та ділової комунікації) [Text]: teaching. manual / comp. V. I. Dokash; Chernivtsi national University named after Yury Fedkovych. - Chernivtsi: Chernivtsi. national University named after Yuriy Fedkovycha, 2020. – 367 p.

7. Lucas Stephen The Art of Public Speaking. McGraw-Hill Education. 2019.

8. Barkova K. Role of team building in an organization / K. Barkova // Current issues of science and integrated technologies : the 1th International scientific and practical conference, January 10 - 13, 2023. - Milan, Italy. International Science Group. 2023. - P. 253-255. URL: <http://repository.hneu.edu.ua/handle/123456789/29773>

9. Yaresko K. Social Communications in Dusiness Environment : Scientific monograph / K. Yaresko, V. Chekshturina, O. Prosiannyk et al. – Warsaw-Józefów : Alcide De Gasperi University of Euroregional Economy in Józefów, 2022. – 295 p. URL: <http://repository.hneu.edu.ua/handle/123456789/27319>

Information resources

1. Course page "Communications and business protocol" on the Moodle platform (personal learning system): веб-сайт. URL: <https://pns.hneu.edu.ua/course/view.php?id=9624>