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COMMUNICATIONS
AND BUSINESS PROTOCOL

Guidelines for individual work
of Master's (second) degree students
of speciality 073 "Management"
of the educational program
"International IT Management"

Kharkiv
S. Kuznets KhNUE
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С73

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The main issues regarding the organization and performance of independent work are presented. The guidelines and the program for doing individual work on the academic discipline are outlined. A detailed description of the tasks for individual work and a list of the literature necessary for completing the tasks are given.

For Master's (second) degree students of speciality 073 "Management" of the educational program "International IT Management".

UDC 174(072.034)

Introduction

Effective establishment of business communications is a prerequisite for business success, in whatever field it is organized or already exists. The mentioned issue looks especially relevant against the background of rapid development of information technologies, digitalization and socialization of business activity. Building effective communication within a company and establishing the right communication links with external stakeholders affect the effectiveness of management decisions both at the operational and strategic levels. 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.

The purpose of studying the academic discipline is to develop professional competences in the field of international business communications and business protocol based on ethics among the applicants for the Master's educational degree.

Applicants for the Master's (second) degree of education in the educational program "International IT Management", who master this academic 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, develop leadership skills and manage people.

Student's independent work is a special form of organizing the educational process, which involves consolidation of basic and expansion of the acquired professional competences on the academic discipline through independent performance of tasks under the methodical guidance of the teacher. The purpose of independent work is to consolidate the acquired theoretical knowledge, skills and abilities in order to contribute to the expansion of students' autonomy in the process of forming their professional and personal competences in the field of international business communications and business protocol based on ethics.

The structure of the task of independent work corresponds to the topics presented in the work program of the academic discipline. Independent work involves student's performing the following types of work:

study of lecture material;

selection and review of literary sources on a given topic;

preparation for practical work;

performance of practical work;

preparation for seminars;

performance of individual creative work;

preparation for control work;

preparation for final control of knowledge.

Assessment of the quality of independent work is carried out in accordance with the system of distribution of points according to the forms and methods of education, which is given in the "Technological map of accumulated points" on the academic discipline.

Competences of Master's (second) degree students of speciality 073 "Management" of the educational program "International IT Management"

As a result of studying the academic discipline, the student must acquire the following competences (Table 1).

Table 1

Competences and learning outcomes of students

Learning outcomes	Competencies
1	2
LO1. The ability to critically consider, choose and use the necessary scientific, methodical and analytical tools for management in unpredictable conditions	SC3. The ability of self-development, lifelong learning and effective self-management. SC6. The ability to form leadership qualities and demonstrate them in the process of managing people
LO4. The ability to justify and manage projects, generate business ideas	GC2. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)
LO7. The ability to organize and carry out effective communications within the team, with representatives of various professional groups and in the international context	GC2. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)

Table 1 (the end)

1	2
	GC3. Skills in using information and communication technologies. GC5. The ability to act on the basis of ethical considerations (motives). SC5. The ability to create and organize effective communications in the management process. SC12. The ability to evaluate the financial and economic indicators of an IT project
LO10. The ability to demonstrate leadership skills and work in a team, interact with people, influence their behavior to solve professional tasks	GC3. Skills in using information and communication technologies. SC6. The ability to form leadership qualities and demonstrate them in the process of managing people. SC8. The ability to use psychological technologies for working with personnel. SC9. The ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation. SC11. The ability to create modern tools (networks) of communication
LO12. The ability to delegate authority and manage an organization (subdivision)	SC. The ability to create and organize effective communications in the management process
LO13. The ability to plan and carry out informational, methodical, material, financial and personnel support for an organization (subdivision)	GC7. The ability of abstract thinking, analysis and synthesis
LO14. The ability to choose an optimal IT project management methodology	SC11. The ability to create modern tools (networks) of communication. SC12. The ability to evaluate the financial and economic indicators of an IT project
LO15. The ability to evaluate the economic results of the creation and implementation of an IT project.	SC11. The ability to create modern tools (networks) of communication. SC12. The ability to evaluate the financial and economic indicators of an IT project.
LO is learning outcome	*GC is general competence;* *SC is special competence*

Guidelines

Guidelines to preparation for solution of cases

A case is a brief summary of a situation, event or incident that is interesting from the point of view of study.

Examining cases contributes to the formation of one's own views of the situation and helps to develop proposals for alternative strategies and measures aimed at improving the state of affairs.

Work on a case is carried out in teams, which are divided into academic groups. Each of them is headed by a student chef. His responsibilities include the distribution of functions among team members at all stages listed below, including giving a presentation.

The sequence of working with a case:

1. Carefully familiarize yourself with the content of the case, while trying to understand the situation in which its hero will find himself. It is advisable to do this at least twice, each time "immersing" deeper into the course of events.

Highlight the fragments of the text that, in your opinion: a) are related to the outline of the problem itself; b) allow you to evaluate it quantitatively or qualitatively; c) establish the reasons that caused it and the results that follow from it. Don't focus on little things. Look for the "ring" that you will be able to pull out the entire "chain" by grabbing.

2. Read the questions presented for discussion and compare the information that is already known and understood with their content. If necessary, work with reporting or statistical data: make calculations, find out the dynamics of indicators for the period under consideration.

3. Share the results of your previous work with team members and listen to their thoughts. Do not indulge in discussions and criticism of each other's views. This communication should enrich everyone by mobilizing the potential of the "collective mind".

4. Begin to develop proposals for directions and measures, the implementation of which would lead to the solution of a problem relevant to the enterprise. It is actually about developing a strategy. Do not limit yourself to one of its options. Offer alternatives, as it happens in reality. At the same time, formulate the assumptions under which this or that proposal could have the right to life. By the way, they are able to compensate for the lack of information that arises due to the known limitations of the case.

5. Proposals should also become the subject of discussion – the "collective mind" should work.

6. Prepare a written report to be presented to the audience on behalf of the team, following its structure:

a) problems that have arisen at the enterprise;

b) proposals for overcoming the identified problems;

c) chances and risks that accompany solving problems through the implementation of developed strategies.

Guidelines to preparation for the colloquium

A colloquium is an interview between a teacher and students during a classroom session. Preparation for the colloquium is one of the types of independent work, during which everyone prepares a short (up to 7 – 10 minutes) report on specific issues. During discussion, the participants have the opportunity to supplement the speaker with new facts or theoretical generalizations, to express their own opinions about the form and content of the colleague's speech, or to take part in a polemic.

When giving a speech to the audience, first briefly formulate the main point (do not spend more than two minutes on it). Next, support the main idea with calculations, illustrations, comments (another five to seven minutes). At the end, formulate specific conclusions and suggestions (one minute is enough for this).

It is recommended that you speak using the prepared text.

In order to draw increased attention of listeners and encourage activity of the audience in the process of discussing the problem, ensure the polemical presentation of the material. Prepare illustrative material (posters, slides, handouts, etc.). This will make the speech more argumentative and reduce its duration by 20 – 30 percent. Place the information on the illustrative materials in such a way that it is understandable for everyone present.

The procedure of the colloquium and its regulations is determined by the teacher.

Guidelines to preparation for seminars

Seminars are a type of training sessions in which students learn to work creatively, argue and defend their position, correctly and intelligibly express

their thoughts in front of an audience, master the culture of speech, oratory. Seminars contribute to the activation of independent work of students, a form of its control.

The objectives of the seminar are:

• consolidation, expansion and deepening of knowledge gained in lectures, practical exercises, as well as the results of independent work with publications;

• verification and current control of the assimilation of educational material;

• formation of students' skills in working with various sources of information;

• development of creative abilities and logical thinking;

• development of communication skills.

In preparation for the seminar, the teacher should familiarize students with the plan for holding the seminar and recommend basic and additional literature. The main thing in the preparation and conducting of seminars is the student's independent work on studying the topic of the seminar.

The plan of the seminar contains the main questions submitted for discussion. The objectives of the lesson are formulated and brief guidelines are given for preparing each question, completing the task. As a rule, the key issues of the topic are discussed at the seminar, but there may be those that were not the subject of consideration in the lecture.

Seminar preparation:

1. Drawing up a plan for preparing for the seminar, taking into account the timeframe required for the seminar.

2. Selection of literature and other necessary material. The use of lecture notes is recommended.

3. The study of the selected material.

4. Preparation of a report on each issue. At the same time, it should be borne in mind that the speech should take 7 – 9 minutes, discussion and addition to reports – up to 5 minutes.

Guidelines to preparation for practical work

Practical work is a lesson conducted under the guidance of a teacher in the classroom (online or offline), aimed at deepening theoretical knowledge, developing practical skills and enhancing independent work.

Preparation for practical work includes:

1) reviewing lecture notes;

2) selection and study of additional literature;

3) doing the practical work;

4) preparation and writing a report on the work performed.

Guidelines to preparation for individual creative work

Individual creative work aims to help students:

- expand and deepen theoretical knowledge, acquire and expand practical skills of independent research work;

- carry out scientific research to solve current problems;

- competently present the results of their own scientific research and defend and justify the obtained results with arguments;

- carry out individual work in order to form systemic thinking.

Preparation for writing a report should begin with compiling a bibliography on the chosen topic. Based on the review of information, a version of the content of the report is developed, which actually determines its structure.

When preparing a report, make a correction for the peculiarities of oral language: within ten minutes a person is able to report the material contained in four to five pages of text printed in Times New Roman 14 font with one and a half spaces between lines. When preparing a report, first formulate the essence in a short sentence (do not spend more than one minute on this). Next, confirm the main idea with calculations, illustrations, comments (another four to six minutes). End the speech by announcing specific proposals (2 minutes will be enough for this).

In the text of the report, it is recommended that all the words to be spoken should be written in full.

Content module 1
Ethics and culture of business communication

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. 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.

Practical 1. Seminar "The importance of ethics and entrepreneurial culture in international IT business".

Question for discussion:

1. The essence of the term "ethics" and the structure of ethical knowledge.

2. Business protocol and etiquette as an integral part of corporate culture.

3. The importance of etiquette and protocol for achieving success in the business sphere.

4. Do you need to use the rules of business etiquette?

5. The most common mistakes in the field of business etiquette.

Practical 2. Seminar "Business communications and business protocol in the context of ensuring business competitiveness on the international market".

Question for discussion:

1. Analysis of types and forms of communications.

2. Stages of the communication process and their content.

3. Characteristics of schemes of organizational structures in business.

4. Types and classification of documents.

5. Principles of drafting business documents.

6. General rules for processing documents.

7. Language culture in business documents as a factor of business competitiveness.

8. Electronic documents in international business.

Recommended reading: [1; 3; 4; 6].

Topic 2. Culture of business communication

Lecture 2. The 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.

Practical 3. Situational tasks "Communicative techniques in interpersonal and business communication".
Practical work is aimed at obtaining practical skills in the following issues:
1. Body language in business etiquette.
2. Rules of business communication.
3. Understanding the audience.
4. Techniques for increasing relevance.
5. Technical means in business communication.
6. Preparation of a public speech.
7. Communication process and its elements.
8. Methods of ensuring effective business communications.

Practical 4. Colloquium "Leadership and conflict resolution in business communications".
Questions for discussion:
1. The essence of the conflict and its structure.
2. Types of conflicts and their causes.
3. Conflict management technologies.
4. Psychological methods of conflict prevention.
5. The essence of leadership in business.
6. Features of different leadership styles.
7. Team formation and its features in the IT business.
8. Partnership in business communication.
9. Image of a business leader.

Recommended reading: [1; 3; 6; 7].

Test

1. The multilateral process implemented in the forms of interpersonal communication, social dialogue, business and professional communication is called ...
a) business communication;

b) business negotiations;
c) intra-corporate relations;
d) communication with competitors.

2. What is the name of the form of business communication that is carried out in accordance with certain rules and is a specific form of contact and interaction of people who have certain powers from their organizations:
a) informal;
b) formal;
c) normative;
d) household?

3. The principle of utilitarianism when making ethical decisions aims to ...
a) achieve the maximum good for the majority of people;
b) protect the honor and dignity of every person;
c) ensure equal rights in the distribution of responsibilities and benefits;
d) terminate communication with no less negative impact.

4. What is the name of the process of mutual exchange of information using language, which takes place according to its own internal laws, requires active mental activity and is based on a certain system of established norms:
a) verbal communication;
b) non-verbal communication;
c) external communication;
d) internal communication?

5. External communication includes:
a) rules, instructions and motivational materials;
b) advertising and press releases;
c) bilateral agreements;
d) regulatory and legislative acts.

6. The top-down model of business communication is:
a) manager's attitude towards subordinates;
b) the subordinate's attitude towards his manager;
c) between colleagues during intra-company communication;
d) between colleagues during intercompany communication.

7. What does the authoritarian approach to discussion-dispute involve:

a) one of the parties gradually assures the interlocutor of the correctness of his position;

b) one party, even in a logically incorrect way, using sophistry, necessarily seeks to defeat the other;

c) one of the parties imposes its point of view, using its authority and power;

d) attention is focused only on the shortcomings, weak positions of its opponents, and the positive sides are ignored?

8. Which of the interrelated stages of the communication process involves encoding ideas by the sender using symbols, using words, intonation, and gestures:

a) genesis of an idea;

b) coding and channel selection;

c) transmission;

d) decoding?

9. What speech tonality functions in the sphere of official institutions:

a) high;

b) normal;

c) ordinary;

d) familiar?

10. Which rule of business language etiquette corresponds to the following thesis: "Do not try to surprise your partner with extraordinary conversations. Language etiquette in the business sphere requires building a dialogue in accordance with unspoken rules. This will avoid awkward situations and save time for all parties":

a) compliance with the hierarchy;

b) positive impression;

c) respect for the partner's opinion;

d) be predictable?

11. What is business communication:

a) the process of interaction between two or more business partners for the purpose of organizing or optimizing one or another type of professional activity;

b) the process of interaction of social subjects: social groups, communities or individuals, in which there is an exchange of information, experience, abilities and results of activity;

c) a certain set of ideas, knowledge, information about the rules, forms and methods of conducting business activities, principles of business communication;

d) a set of moral norms, rules and ideas that regulate the behavior and relationships of people in the process of their production activities?

12. What does the perceptual aspect of business communication mean:
a) exchange of information between communicating individuals;
b) organization of interaction between communicating individuals (exchange of actions);
c) perception and knowledge of each other by communication partners and establishment of mutual understanding on this basis;
d) reorganization of interaction between communicating individuals?

13. What is the "golden rule of communication ethics" about:
a) treat others as you would like to be treated;
b) treat your subordinate as you would like to be treated by your superior;
c) treat your supervisor as you would like to be treated by your subordinates;
d) treat others as they deserve?

14. Name the basic stages of the classical scheme of oratorical art:
a) selection of the necessary material; drawing up a plan, distributing the collected material in the necessary logical sequence; verbal expression and literary language processing; memorizing, memorizing the text; speech;
b) selection of the content of a public speech; drawing up a material plan in the necessary logical sequence; memorizing, memorizing the text; speech;
c) drawing up a plan, distributing the collected material in the necessary logical sequence; verbal expression, literary language processing; memorizing, memorizing the text; speech;
d) selection of necessary material, content of public speech; drawing up a plan, distributing the collected material in the necessary logical sequence; verbal expression, literary language processing; learning, memorizing the text.

15. Knowledge, skills in the field of organization of human interaction and actual interaction in the business sphere which allow you to establish psychological contact with business partners, to achieve accurate perception and understanding in the process of communication, to predict the behavior of business partners, to direct the behavior of business partners to the desired result are known as:

a) communicative culture;
b) communicative interaction;
c) corporate code;
d) corporate ethics.

16. Initiative economic activity, which is carried out both at the expense of own and borrowed funds at one's own risk and under one's responsibility, the purpose of which is the formation and development of one's own business for obtaining profit and solving social problems of the entrepreneur, the labor team, the entire society as a whole is:

a) business;
b) charity;
c) business communication;
d) social activity.

Content module 2
Image of a business person/company

Topic 3. The image of a business person and the image of an organization

Lecture 3. Image: the essence, the 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.

Practical 5. Practical work "Research on the image of a business person".

The purpose of the assessment: to identify the advantages and disadvantages of a business person's appearance.

Work progress: independently do the following:

1. Choose a well-known business person as an object of assessment.

2. Try to collect as much material that shows this person in a business and informal setting as possible. Sources of information for you can be periodical printed publications (newspapers, magazines), television, Internet sites.

3. Highlight those aspects of a business person's appearance that fully match the image of the person you have chosen. Confirm your choice with facts, illustrate it.

4. Describe the shortcomings of this person's appearance. What improvements to its appearance would you suggest? In what ways can this be achieved?

5. Draw a conclusion as to how much the appearance of the object of your analysis meets the requirements of ethics.

Summing up. Make a short (5 – 7-minute) presentation of your assessment with illustrations (photos, videos).

Practical 6. Practical work "Development of the business image of an organization", "Colorism as a tool for influencing the audience".

General information.

Color affects feelings, sets mood, and sometimes even changes life. Color determines the unconscious attitude of the target audience to the company (product, website, personality, etc.), and influences the purchase decision, brand recognition:

93 % of users make purchase decisions based on the appearance of the product;

up to 70 % of users will not make a purchase if they do not like the color;

90 seconds – this is how long it takes to make a decision after the first contact with a brand, product or person;

80 % of the success of the company (brand) depends on the visual impression.

However, it is impossible to reduce the psychology of color to a number of general statements. The problem with oversimplifying the psychology of color is that there is a risk of missing important nuances and cultural differences. A color that means one thing in one culture may mean something completely different in another.

A good example of this is the colors associated with mourning. In Western culture, black is often the traditional color of clothing for a funeral. However, in many cultures, other colors are associated with mourning. For example, in India and most of the Eastern Hemisphere, white is the color of mourning. In Thailand, mourners wear purple, and Koreans wear blue. In the West, yellow may be considered a cheerful color, but for the people of Egypt, Ethiopia and Mexico, it is the opposite.

Among other things, it is important to consider emotions, cultural significance and symbolism when choosing colors to associate with a brand.

Another important point is the expectation of the target audience. If the services are sold mainly to large corporations, the colors used will most likely be conservative and non-flashy. On the other hand, a company marketing to young people or working in the creative industries may well use bright colors to attract attention and convey a sense of playfulness. So, when choosing colors that will be associated with a company (brand), you should always remember the target audience.

Questions for discussion:

1. The symbolic meaning of color in different cultures. Search the Internet for information about the symbolic meaning of color in different cultures and fill in Table 2.

Table 2

The symbolic meaning of color in different culture

Color	Ukraine	North America	Europe*	China	Latin America	**
1	2	3	4	5	6	7
Red						
Orange						
Pink						
Blue						
Green						
Yellow						
Violet						
White						
Black						
Brown						

Table 2 (the end)

1	2	3	4	5	6	7
Gray						
Silvery						
Gold						

* In general, or choose one of the European countries and specify which one.
** Country of choice.

2. What consequences can differences in color symbolism have in intercultural communication?

3. Are there differences in the perception of colors by men and women? Is it necessary to take into account gender features in brand coloristics and why?

4. Does color influence the decision to purchase a product depending on the age of consumers? If so, in what way?

5. Analyze the symbolism of the colors of the company where you work and compare with the colors used by your closest competitors. (If you are not employed, choose three companies that work in the same field and are direct competitors and analyze their brand colors). Prepare a short report (1 – 2 pages) with a presentation (3 – 7 slides) based on the results of this work.

Recommended reading: [2; 4; 6].

Topic 4. Organization of business negotiations/receptions. International protocol

Lecture 4. Guest ethics and etiquette. Types of business meetings – the essence and characteristics. Official and informal business meetings. Planning, organization and holding of business negotiations.

Practical 7. Case "Cross-cultural business communications".

Seeking to expand the presence of your company in Southern Europe, you go on a business tour. In Rome, you arrange a meeting with the largest Italian customer. In his email, Maurizio Masaccio said he would meet you in the hotel lobby at 7:00 PM and after a drink at the bar, you would go to his favorite restaurant for lunch. But Mr. Masaccio appears only at 19:25. He approaches with a broad smile, shakes your hand and starts talking animatedly without apologizing for being late.

1. What do you say to Mr. Masaccio about his lateness?
2. Give your arguments.

Practical 8. Business game "Conducting business negotiations".

When preparing for the negotiations, you should develop documentation regarding the reception (sending) of the delegation to the negotiations, namely:

a) an order on the secondment of specialists to a partner country or an order on accepting a delegation from a partner country;

b) when inviting a foreign delegation – an estimate of the cost of receiving and serving foreign delegations and individuals in your own company.

Recommended reading: [2; 4; 5].

Lecture 5. 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.

Practical 9. Seminar "Business protocol – the basis of effective business communications".

Business protocol is the following of proper procedure and conduct in professional settings that fosters relationship building and collaboration, and the positive cultivation of you or your company's professional brand and image.

Protocol constitutes the code of behaviour, ceremonial forms, courtesies, and procedure accepted and required for interactions between heads of states, government and/or diplomatic officials. Protocols take on a more serious nature in that they are rules detailing how certain activities should be carried out and how government and international officials must act.

Questions for consideration:
1. Characteristics of the business protocol.
2. The purpose of the business protocol.
3. The structure of the business protocol.
4. Business protocol for internal audiences.
5. Business protocol for an external audience.
6. Advantages of business protocol.

Practical 10. Case "Etiquette of remote communication".

Consideration of examples of non-observance of etiquette in remote communication. Establishing the basic rules for remote communication. Peculiarities of conducting Zoom conferences. Etiquette at the workplace during remote communication.

Students are asked to analyze their own experience of remote communication by e-mail, messengers, and social networks.

Recommended reading: [1; 6; 7].

Test

1. A consciously formed image of an object, which gives the latter additional values and makes it possible to produce those impressions about the object, the attitude towards it and its evaluations, which are necessary for its creator, is ...
    a) image;
    b) preimage;
    c) competitive advantage;
    d) prototype.

2. The image is:
    a) only the external image;
    b) only the art of self-presentation;
    c) both appearance and the art of self-presentation;
    d) intra-corporate attitude.

3. The image, the idea of the subject that is formed in the surrounding, marketing environment, in the minds of "counterparts" – customers, consumers, competitors, authorities, mass media, the public is called ...
    a) external image;
    b) internal image;
    c) contextual image;
    d) functional image.

4. What is a mirror image:
    a) an image inherent in our idea of ourselves;

b) an image variant, characteristic of a side view;

c) an image that reflects what we aspire to;

d) the image formed by the presence of a number of independent structures instead of a single corporation?

5. What function of the image is designed to attract attention, evoke sympathy, promote the loyalty of target groups, their good attitude:

a) visualizations;

b) attractions and trusts;

c) communicative;

d) adaptive?

6. The image you create about yourself as an external reflection of your personality and as an indicator of your business and purely human qualities is:

a) image;

b) business image;

c) public image;

d) social image.

7. Which of the named groups of image characteristics represents personal qualities that are revealed during communication, primarily skills acquired as a result of education and upbringing:

a) appearance;

b) intellectual impression;

c) psychological characteristics;

d) social characteristics?

8. What is the business image of an organization:

a) representation of the organization as a subject of business activity;

b) the general public's perception of social goals and the role of the organization in the economic, social and cultural life of society;

c) an idea about the organization, the substrate of which is visual sensations that record information about the interior of the office, trade and demonstration halls, corporate symbols of the organization, etc.;

d) collective, generalized image of the staff, which reveals their most characteristic features?

9. Which stage of the classical oratorical scheme involves conducting the "preliminary reflection" procedure, namely, determining the topic and purpose of the future speech, developing a concept, and selecting material for the speech:

a) invention;

b) location;

c) decoration;

d) rehearsal?

10. What does the use of the analogy method involve in arranging the materials of a public speech:

a) the natural course of events, the order of the elements of the whole;

b) the movement of thought from the general to the partial, the transition from general maxims, provisions to examples, facts;

c) the movement of the speech whole from the partial to the general;

d) comparison of objects (phenomena, problems, concepts) in order to transfer regularities from one (known) to another (less known or unknown) object?

11. Which of the mentioned principles of a business conversation consists in providing equal opportunities for the exchange of information between the participants of a business conversation, regardless of the position and psychological positions of each of them:

a) the principle of purposefulness of a business conversation;

b) the principle of creating a psychological atmosphere of mutual trust;

c) the principle of professionalism of participants in a business conversation;

d) the principle of interest of the interlocutor and retention of his attention?

12. Which of the statements regarding the preparation of business negotiations is not true:

a) it is necessary to perform the calculation of world prices or approval of the base of contractual prices;

b) it is expedient to draw up and agree with the interested departments drafts of protocols, agreements and contracts;

c) delete all previous business correspondence with the partner;

d) prepare a program for the stay of foreign guests in our country, including culinary events?

13. Which of the following traditions when conducting negotiations is incorrect:
a) it is recommended that receptions of guests be held in work rooms;
b) foreign participants sit at the table with their backs to the door;
c) it is not customary to keep a transcript or record the course of negotiations on any media;
d) being late for negotiations is unacceptable?

14. Cultures that value time and rigid schedules are called ...
a) polychrome;
b) monochrome;
c) formal;
d) informal.

15. Which of the following cultures is reserved:
a) Italy;
b) Greece;
c) Germany;
d) the United States?

16. In which cultures is it desirable to make an acquaintance with a potential partner indirectly rather than directly whether through a trade exhibition, a trade mission or with the help of a third party:
a) oriented agreement;
b) relationship-oriented;
c) expressive;
d) restrained?

Individual creative work

An individual creative work can be written on one of the proposed topics, or on a topic that the student chooses independently, having previously agreed with the teacher.

Topics for individual creative work:

1. The culture of men's business clothes.
2. The culture of women's business clothes.
3. The culture of a business gift.
4. Design and registration of a business card.
5. The main rules of etiquette when communicating in social networks.
6. Keith Davis 10 rules of effective listening.
7. Facial expressions and gestures in communication.
8. Individual workplace etiquette.
9. Business dining etiquette.
10. Rules of good tone when communicating by e-mail.
11. Effective solutions for business conflicts.
12. Psychology of leadership.

Recommended reading

Basic

1. Калюжка Н. С. Етика професійного і ділового спілкування : навчально-методичний посібник / Н. С. Калюжка. – Київ : ФОП Гуляєва В. М., 2022. – 228 с.

2. Cellich C. Creative Solutions to Global Business Negotiations / C. Cellich, C. Subhash. – 3rd ed. – S.l. : Business Expert Press, LLC, 2021. – 150 p.

3. Mayfield M. Fundamental Theories of Business Communication: Laying a Foundation for the Field New Perspectives in Organizational Communication / M. Mayfield, J. Mayfield, R. Walker. – Cham : Springer International Publishing, 2021. – 285 p.

4. Thill J. V. Excellence in Business Communication / John V. Thill, Courtland L. Bovee. – London : Pearson, 2021. – 673 p.

Additional

5. Культурна дипломатія : навч. посіб. / [В. Матвієнко та ін.] ; за заг. ред. Ірини Матяш та Віктора Матвієнка ; Київ. нац. ун-т ім. Тараса Шевченка, Ін-т міжнар. відносин, Наук. т-во історії дипломатії та міжнар. відносин. – Київ : ГДІП, 2021. – 248.

6. Мистецтво красномовства, культури спілкування та ділової комунікації : навч. посіб. / уклад. В. І. Докаш. – Чернівці : Чернівец. нац. ун-т ім. Юрія Федьковича, 2020. – 367 с.

7. Stephen E. L. The Art of Public Speaking / E. L. Stephen. – New York : McGraw-Hill Education. 2019. – 450 p.

Information resources

8. Сайт персональних навчальних систем ХНЕУ імені С. Кузнеця Навчальна дисципліна "Комунікації та діловий протокол". – Режим доступу : https://pns.hneu.edu.ua/course/view.php?id=7916.

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другого (магістерського) рівня
(англ. мовою)

Самостійне електронне текстове мережеве видання

Укладач **Дибач** Інна Леонідівна

Відповідальний за видання *Н. В. Проскурніна*

Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

Викладено основні положення щодо організації та виконання самостійної роботи. Наведено методичні рекомендації та програму виконання самостійної роботи з навчальної дисципліни. Подано детальний опис завдань для індивідуальної роботи та перелік літератури, необхідної для виконання завдань.

Рекомендовано для студентів спеціальності 073 "Менеджмент" освітньої програми "Міжнародний ІТ-менеджмент" другого (магістерського) рівня освіти.