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INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name 

 BUSINESS COMMUNICATIONS

Lecturer (s) 

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Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu>

Consultations

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Discipline page 

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Form of final control

test

def. test

exam



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1 Brief discipline annotation

The study of the discipline provides an opportunity to obtain knowledge in communication, social policy, advertising campaign, public communications, to develop skills of independent work with literary sources, to deepen and expand communication knowledge. The main condition for the efficiency of business communication is to realize that the possibility of implementing goals of interaction grows if you organize it correctly and at the same time create an atmosphere of mutual understanding, trust and cooperation. Therefore, the training of managers is impossible without studying the Business communications course. The content of the program takes into account all aspects of training managers of the production sphere and managers on the products and services market. Market competitiveness necessitates in-depth study and comprehensive improvement of communication in all activity areas. Special attention should be paid to their main link – the enterprise. The aggregate of social and communication problems arising in the process of dynamic functioning of enterprises should be solved by specialists with a high level of knowledge, appropriate professional training and a sufficient level of qualification.

2 Background for studying discipline

The background for studying the discipline is the basic knowledge of the following disciplines: Sociology and psychology, Organization of entrepreneurial activity, Professional ethics of the manager, Management, Organizational theory, Enterprise management technologies.

3 Goal and objectives of the discipline

The goal of the Business communications discipline is to develop a system of knowledge about the essence and content of communicative management, in particular advertising as its component, representing the philosophy of entrepreneurial activity in the context of market economy and competition. The purpose is to provide students with theoretical knowledge of communication in management, practical skills of organizing business meetings, negotiating, office communication, the ability to form the image of the organization and businessperson.

Key objectives of the Business communications discipline:

- theoretical and methodological foundations of communications;
- to master the methods of information interaction management in different areas of subject activity;
- to study the main tasks, functions and methods of communicative management;
- to master the methods of organizing communication research;
- to study the mechanisms of implementing the communicative policy of the organization;
- to study the particularities of micro- and macroclimate in the team;
- to develop a set of PR measures on commodity, price, communication policy;
- the essence of the concept of advertising, its main functions.

4 Learning outcomes

Integrated final program learning outcomes provided by the academic discipline:

<i>Program learning outcomes</i>	<p>PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.</p> <p>PLO 4. To show skills in defining problems and grounding managerial decisions.</p> <p>PLO 9. To show interaction, leadership and teamwork skills.</p> <p>PLO 11. To show skills in analyzing the situation and carrying out communications in different areas of organization activities.</p> <p>PLO 13. To talk in state and foreign languages both orally and in written form.</p>
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4 Learning outcomes

After learning the academic discipline, students should know:

- ways of applying management theory to ensure organizational efficiency;
- situational analysis;
- basics of psychology in order to analyze behavior at the enterprise.

be able to:

- apply management methods to ensure the efficiency of the organization's activities;
- show skills of situation analysis and communication in different areas of the organization's activity;
- identify causes of stress, adapt oneself and team members to a stressful situation, find means to neutralize it;
- demonstrate the ability to act in a socially responsible and socially conscious manner based on ethical considerations (motives), respect diversity and interculturalism in the management process;
- conduct research individually and/or in a group under the guidance of a leader.

5 ECTS credits

3 ECTS credits – 90 academic hours.

6 Course Content

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
1	2	l	p	lab.	ind.	i w.	8	l	p	lab.	ind.	i w.
	3	4	5	6	7		9	10	11	12	13	
Content section 1. Basic provisions of business communications and communication management												
Topic 1. Communication management: main characteristics	11	2	2	-	-	7	12	1	-	-	-	11
Topic 2. Strategic communication management	11	2	2	-	-	7	10	-	1	-	-	9
Topic 3. Communication management technologies	11	2	2	-	-	7	10	-	-	-	-	10
Topic 4. Business communication	11	2	2	-	-	7	10	-	1	-	-	9
Total per content section 1	44	8	8	-	-	28	42	1	2	-	-	39
Content section 2. Communication management												
Topic 5. Communication policy in business communication	11	2	2	-	-	7	12	1	-	-	-	11
Topic 6. Typology of business communications	11	2	2	-	-	7	12	-	1	-	-	11
Topic 7. Communication barriers	12	2	2	-	-	8	12	-	-	-	-	12
Topic 8. Efficient business communications	12	2	2	-	-	8	12	-	1	-	-	11
Total per content section 2	46	8	8	-	-	30	48	1	2	-	-	45
Total hours	90	16	16	-	-	58	90	2	4	-	-	84



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List of obligatory tasks

1. Communication barriers
2. Verbal and non-verbal means of communication. Debates with opponents.
3. The use of CVs in business communications.
4. Business communication
5. Efficient business communications
6. Internet as a means of business communications
7. Communication management: basic provisions and main characteristics
8. Media communications. Press conference. Establishment of media relations and rules of interaction with journalists.
9. Communication policy in business communication
10. Preparing and delivering a presentation.
11. Strategic communication management
12. Communication management technologies
13. Typology of business communications

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List of selective tasks

1. Audio conferencing.
2. Choosing a model of communication management strategy.
3. Videoconferencing: configuration of videoconferencing.
4. Internal reasons for choosing the type of communication strategy. Communication audit.
5. Intra-organizational communications: the content of the concept, goals, objectives, classification.
6. Dialogue and discussion as a more public form of business communication. Varieties of dialog.
7. Business communication: essence and content.
8. Business negotiations as the main form of business communication.
9. Research of micro- and macro environment of the organization. Target audience: the essence of the concept and typology.
10. Electronic communications.
11. The task of communicative management.
12. Content and areas of communication management.
13. Content and causes of business communication barriers at the organization.
14. External organizational communications: the content of the concept, goals and tasks.
15. Internet in business. The main areas of Internet use in business.
16. Other forms of business communication: press conference, briefing, presentation, personal reception.
17. Classification of forms of business communication: meetings, official and protocol events, meetings, receptions, conversations, speeches, written documents.
18. Communication management as the theory and practice of social communication management of the organization
19. Communication styles of efficient business communication.
20. Corporate communications as a subject of communication management
21. Crisis communications at the organization: goals, causes, objects, classifications.
22. Criteria for choosing the right communicative systems.
23. Myths of business communication.
24. Models of strategy (matrix of communication management).
25. Activity areas of the organization in determining the strategy of communication management
26. A new interactive environment. A new concept of audience.
27. Objects and subjects of communication management.
28. The concept of organizational communications. Types of communications at the organization.
29. The role of communication in organizational management. Communication and information.

8 List of selective tasks

30. Mobile and satellite communications in business communication.
31. Strategy of communication management: concept, components and objectives.
32. Subjects and objects of external organizational communications of the organization, their structure and particularities of interaction.
33. Teleconference and main types (audio, video and computer).
34. Technologies and tools of communication management.
35. Typology of business communication barriers: microbarriers and macrobarriers.
36. Forms of interaction in business communication.
37. Goals and functions of communication at the organization.
38. Factors of establishing efficient business communications.

9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
2 semesters	5th semester	available	3rd year (third) or first accelerated year	Professional training

10 Assessment system and requirements

As part of discipline teaching, one carries out current and final control of students' knowledge. The final credit grade is given according to the total rating of students.

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating:
<https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale. The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the exam (at least 24). The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

<https://ie.u.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, case studies, group work and discussion seminars. The study of the discipline includes teamwork and individual group work. The classroom atmosphere is friendly, polite and creative. Students should be honest and responsible. It is important to remember that attendance at lectures and practical classes is a prerequisite for the assessment of knowledge. The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive development, develop young people's respect for parents, women, older people, colleagues, and classmates.



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13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying. Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record. Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation. <https://ieu.edu.ua/docs/050.pdf>

14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles <https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Rusavska V., Bondar I., Batchenko L. Business communications in international management. Study guide. K.: Lira-K, 2017. 304 p.
2. Hrytsenko T.B., Hryshchenko S.P. et al. K.: Center for Educational Literature, 2019. 344 p.
3. Culture of professional speech [Text]: study guide / edited by N.D. Babych. Chernivtsi: Books-XXI. 2016. 496 p.
4. Khymytsia N.O. Business communication: study guide. Lviv: Lviv Polytechnic Publishing House. 2016. 208 p.
5. Bystrytskyi Y., Proleiev S., Zymovets R. Communication and culture in the global society. K.: Spirit and Letter. 2020. 416 p.

Additional literature:

1. Horodylovska H., Shmilyk I. Rhetoric: study guide. Lviv: Lviv Polytechnic Publishing House. 2017. 496 p.
2. Panteliuk M.I., Marunych I.I., Haidaienko I.V. Business communication and culture of speech. K.: Center for Educational and Practical Literature. 2020. 224 p.
3. Katsavets R. Public speaking. K.: Alerta. 2021. 250 p. New Ukrainian spelling. Study guide. K.: Center for Educational and Practical Literature. 2020. 284 p.
4. Carmine G. Talk Like Ted. The 9 Public-Speaking Secrets of the Worlds Top Minds. St. Martin's Press. 2015. 288 P.
5. James Borg. Talkability: Discover the Secrets of Effective Conversation; Translated from English by N.K. Lazarevych. Kh: Fabula. 2019. 304 p.
6. Speeches That Changed the World. Quercus Publishing Plc. 2021. 288 P.
7. Prymak T. PR for managers and marketers. K.: Center for Educational Literature. 2019. 202 p.
8. Stelmakhova O. PR cannot be stopped. U: Lira-Plus. 2019. 196 p.
9. Stelmakhova O., Rozova I. Press release. How to solve business problems through the media: workbook (electronic). K.: Individual Entrepreneur Stelmakhova. 2022. 57 p.
10. Kovaliov B.L., Pavlyk A.V., Fedyna S.M. Business communications: lecture notes. Sumy: Sumy State University. 2020. 113 p.

Information resources:

1. Analytical media portal about the advertising market, marketing, advertising and PR. Source: <https://sostav.ua/>
2. Corporate Media Association. Source: <http://corpmedia.com.ua/>
3. Association of Corporate Security Professionals. Source: <https://corporatesecurity.org.ua>



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Tips on successful study during the course

If you want to succeed in this discipline, you should:

- **define your goal**
- **draw up a precise schedule**
- **work hard**
- **be confident and conscious**
- **be creative and active.**

Thus, I wish you insistence, goal commitment and optimism. And you'll definitely succeed! See you at classes!