



## Course Syllabus

### «Cross cultural communication (English)»

degree of higher education - bachelor's degree  
branch of knowledge - 07 Management and administration  
specialty - 073 Management  
educational - professional program - International Management

**Discipline** of free choice

**Academic year:** 2.

**Semester:** III

**Number of credits ECTS:** 5

**Language of teaching:** English

### Head of the Course

**Tetyana Buchynska, PhD in Economics, Associate Professor, Associate Professor**  
**Department of International Economic Relations**

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#### Contact information

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### Description of the discipline

The purpose of the course is the formation of the necessary level of communicative ability in the spheres of business and professional discourse in the conditions of an intercultural environment in oral and written forms, as well as the development of sustained interest in its content. The study of the discipline "Intercultural Communications (English)" requires a higher level of English language proficiency (level B2, C1), mandatory mastery of the program of the previous stages of the courses, as well as purposeful, persistent work, active interaction and cooperation in practical classes and independent performance individual research task. The task of studying the discipline consists in the formation of students' communicative culture and intercultural competence, in the acquisition of practical English language skills in various spheres of speech activity at the level of business and partnership contacts with native speakers.

The formation of communicative culture involves mastering the language as a means of communication. The formation of intercultural competence is connected with the need for active participation in communication with representatives of different cultures. All of the above should stimulate the development of the skills of adequate speech behavior in business meetings and negotiations, in presentations, speeches and debates. In addition, the task of the course is to develop speaking skills and other professional needs (processing of the latest information, searching for materials from original foreign sources, working with business papers).

## Course Structure

Topic	Training results
Topic 1. Cross cultural communications in the 21st century. – 4 hours	Get acquainted with the concept and essence of intercultural communications and their role in today's conditions. Levels and types of communication. Communication process and information transmission channels. Obstacles and obstacles in business communication. Intercultural communication skills as one of the most important soft skills.
Topic 2. Official speeches and reports. – 4 hours	To study the characteristic features and typology of speeches and reports. Requirements for writing conclusions. Visual and auxiliary means. Master the art of delivering a speech: know the main accents; components of a formal report: introduction, main part, conclusion and preparatory stage: planning and verbalization of ideas.
Topic 3. The preparatory stage of the presentation. – 4 hours	Master the basic criteria of an effective oral presentation. Be able to select and organize the content of presentation materials. Designing visual aids and advertising leaflets. Commercial Use of Websites. Develop an electronic version of the presentation: selection of colors, fonts and sizes.
Topic 4. Types of presentations, features of presenting a presentation to an audience. – 4 hours	To master the peculiarities of presenting to an international audience. Be able to prepare an oral presentation. Have the features of a group presentation. Distribution of duties and responsibilities.
Topic 5. Technology of negotiations. Strategies and technologies, types of negotiations and their components. – 4 hours	To know theoretical aspects and be able to demonstrate negotiation skills. Strategies and technologies, types of negotiations and their components. Have knowledge of the ethics of business negotiations and follow them in practice. Master modern negotiation strategies and technologies.
Topic 6. Intercultural competence and negotiations at the international level. – 4 hours	To master the knowledge of intercultural competence and determine its impact on the participants in the negotiations and the negotiation process. To know the behavior patterns of participants in international negotiations and their dynamics in the process of conducting negotiations.

Topic 7. Theoretical aspects of conducting debates. Logic and strategy of modern debates. – 4 hours

To master the knowledge of theoretical aspects of conducting debates. To know the logic and strategy of modern debates. To know the behavior patterns of participants in international debates.

### Recommended sources of information

1. Batchenko L. V., Bondar I. S., Rusavska V. A. *Biznes-komunikatsii v mizhnarodnomu menedzhmenti: Navch. pos. K:Lira-K*, 2021. 304s.
2. Bystrytskyi Ye., Proleiev S., Zymovets R. *Komunikatsiia i kultura v globalnomu sviti. Vyd-vo: Dukh i Litera*, 2020. 416s.
3. Boholiubova N.M. *Mizhkulturna komunikatsiia*. 2017. URL: [https://stud.com.ua/90283/kulturologiya/mizhkulturna\\_komunikatsiya](https://stud.com.ua/90283/kulturologiya/mizhkulturna_komunikatsiya)
4. Erin Meier. *Kulturna karta, Bariery mizhkulturnoho spilkuвання v biznesi. V-vo: Nash format*, 2020, 224s.
5. Ketrin Stotkhart. *Yak znaity spilnu movu. Vpevnenist i kharyzma pry spilkuванні z osobystostiamy riznogo typu. V-vo: KM-BUKS*, 2022.
6. Janine Kurnoff, Lee Lazarus, (2021) *Everyday Business Storytelling, Create, Simplify, and Adapt A Visual Narrative for Any Audience: Wiley*. 278p.
7. John P. Stewart, Don Fulop. (2019). *Mastering the Art of Oral Presentations: Winning Orals, Speeches, and Stand-Up Presentations 1st Edition: Wiley*. 177p.
8. Joel Peterson, *Entrepreneurial Leadership: The Art of Launching New Ventures, Inspiring Others, and Running Stuff Happer Collins Leadership 2020*, 225p.
9. J.C. Moore (2018). *Time To GIT: Quick Public Speaking Guide Paperback, KenCee Publishers LLC, Conyers, GA*. 24p.
10. Khan, A.A.& Taher, M.A.(2016).*Business Communication: Report Writing. Dhaka: Abir Publication*.
11. Nancy Duarte. (2016). *HBR Guide to Persuasive Presentations: Unabridged*. 229p.
12. Prajeet Budhale. (2021). *The Golden Book of Business Presentation Skills: Quick and Easy Tips to Make Powerful Presentations: Kindle Edition*.
13. Raman, Meenakshi & Sangeeta Sharma.(2022).*Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press*.

### Evaluation policy

Policy on deadlines and rescheduling: Specific deadlines are set for the completion of individual tasks and control measures. Rearranging modules takes place with the permission of the faculty (institute) directorate if there are good reasons (for example, sick leave)

Academic Integrity Policy: Written work is subject to a plagiarism check and is allowed to be defended with correct textual borrowings. The use of printed and electronic sources of information during control activities and exams is prohibited.

Attendance Policy: Attendance is a mandatory component of the assessment. For objective reasons (for example, quarantine, martial law, illness, foreign internship), training can take place online upon agreement with the course leader.

The final score (on a 100-point scale) in the discipline "Cross cultural communication (English)" is determined as a weighted average value, depending on the specific weight of each credit component:

Credit module 1	Credit module 2 (rector's paper)	Credit module 3 (підсумкова оцінка за КПІЗ)
30 %	40%	30%
1. Survey (testing) in classes: 4 topics (1-4 topics) 5 points each - max 20 points. 2. Written work - max 80 points.	1. Survey (testing) in classes: 3 topics (5-7 topics) 10 points each - max 30 points. 2. Written work - max 70 points.	1. Preparation of KPIZ - max 40 points 2. Protection of KPIZ - max 30 points. 3. Participation in trainings - max 30 points

### Rating scale

According to university scale	According to national scale	According to ECTS
90-100	excellent	A (excellent)
85-89	good	B (very good)
75-84		C (good)
65-74	satisfactory	D (satisfactory)
60-64		E (enough)
35-59	unsatisfactory	FX (unsatisfactory with the possibility of a repassing)
1-34		F (unsatisfactory with mandatory repeat course)

