

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY

APPROVED

Director of B. Havrylyshyn Education and
Research Institute of International Relations
Iryna IVASHCHUK
« 31 » 2023



APPROVED

Interim Vice Rector
for Academic Affairs and Research
Viktor OSTROVERKHOV
« 31 » 2023



COURSE OUTLINE
“Business English Communication”

Degree of higher education - Master
Field of knowledge - 07 "Management and administration"
Specialty - 073 "Management"
Educational and scientific program - "International Management"

Department of International Economic Relations

Form of teaching	Course	Semester	Lectures (hours)	Practical (hours)	IS'sW (hours)	Traimig, CPIT (hours)	Individual students' work (hours)	Total (hours)	Credit (sem)
Full-time	1	1	15	30	5	6	94	150	1

Teropil – WUNU

2023

The course outline is compiled on the basis of the educational and scientific program of master's training in the field of knowledge 07 "Management and administration" specialty 073 "Management", approved by the Academic Council of WUNU (protocol № 10, 06.23.2023).

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The course outline was approved at the meeting of the Department of International Economic Relations, protocol № 1, 08.29. 2023.

Head of the department  Doctor of Economics, prof. Roman ZVARYCH

Reviewed and approved by the "Management" specialty assurance group, protocol № 1 , 08.31. 2023

Head of the group
provision of the specialty



Mykhailo SHKILNIAK

Guarantor

of the educational and scientific program



Tatiana DLUHOPOLSKA

STRUCTURE OF THE COURSE

"BUSINESS ENGLISH COMMUNICATION "

1. Description of the discipline

Discipline – Business English communications	Field of knowledge, specialty, Degree of higher education	Characteristics of the academic discipline
Number of credits ECTS – 5	Branch of knowledge - 07 - "Management and administration"	The status of the discipline is normative The language of instruction is English
The number of credits modules - 3	Specialty - 073 "Management"	Year of preparation: Full-time - 1 Semester: 1
Number of meaningful modules - 2	Degree of higher education - master's degree	Lectures: Daytime - 3 p.m. Practical training: Daily - 30 hours.
The total number of hours - 150		Independent work: Full-time - 94 hours. Training, CPIT - 6 hours. Individual work: Full-time - 5 hours.
Weekly hours – 10, 3 of them are in the classrooms		Type of final control - credit

1. The purpose and tasks of the discipline "Business English Communication"

2.1. The purpose and tasks of the discipline

Integration processes and the active development of business contacts pose specific tasks to the higher school regarding the training of qualified specialists whose main field of activity is business development and establishment of international economic relations.

The course "Business English Communication" should ensure the appropriate level of knowledge of the business English language and develop students' abilities and skills in the active use of modern forms and means of communication (in this case, negotiations and debates, writing and delivering official speeches and presentations), in cooperation with business partners, in establishing cooperation, solving complex issues, solving conflicts and problems, etc.

Therefore, the goal of the course is to form the necessary level of communication skills in the areas of business and professional discourse in oral and written forms, as well as the development of sustained interest in its content. Studying the discipline requires a higher level of English language proficiency, 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 completion of a complex practical individual task.

2.2. The task of studying the discipline.

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).

2.3. Name and description of competences, the formation of which ensures the study of the discipline:

GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity);

GC5. Ability to act based on ethical considerations (motives);

SC5. Ability to create and organise effective communications in the management process.

2.4. Prerequisites for studying the discipline

In order for students to master the necessary theoretical knowledge and acquire practical skills in business communications, they need to have at least a B1 level of English.

A prerequisite for studying the discipline is the successful completion of the single entrance exam in the master's degree in English.

2.5. Training results

PLO7. To organise and carry out effective communications within the team, with representatives of different professional groups and in the international context;

PLO 9. Be able to communicate in professional and scientific circles in national and foreign languages

3. The program of the study discipline "Business English Communication"

Content module I. Communication in professional discourse

Topic 1. Business communications in the 21st century.

Basic approaches to understanding the essence of communication.

Trends in the development of modern communication.

Communication process: elements and stages.

Basic communication skills.

Types of communication in management.

Topic 2. Official reports. Format of official reports: introduction, main part, conclusion.

Components of an official report: introduction, main part, conclusion.

Preparatory stage: planning and verbalization of ideas.

Finding the necessary information.

Analysis and generalization of materials.

Topic 3. Official speeches as a means of communication. Format of official speeches. Speech delivery skills. Use of visual aids. Characteristic features and typology of speeches.

Writing a speech/speech with a negative content.

Writing a speech/speech with a positive content.

Requirements for writing conclusions.

Visual and auxiliary means.

The art of giving a speech: main points.

Performance training.

Content module II. Presentations in business communications

Topic 4. Mastering the art of presentation.

Criteria of an effective oral presentation.

Selection and organization of the content of presentation materials.

Design of visual aids and advertising leaflets.

Commercial Use of Websites.

Development of an electronic version of the presentation: selection of colors, fonts and sizes.

Topic 5. Types of presentations, features of presenting a presentation to an audience.

Directing the presentation to an international audience.

Preparation for an oral presentation: main points.

Peculiarities of group presentation.

Distribution of duties and responsibilities.

Topic 6. Negotiation strategies and technologies, types of negotiations and their components

Negotiations: myths and reality.

Ethics of business negotiations - unwritten rules of negotiations and their observance. Modern negotiation strategies and technologies.

Types of negotiations.

Components of negotiations: participants, subject of discussion, alternative, interests of both parties, positions of the parties, negotiation process, consequences and results.

4. Credit structure of the discipline "Business Communication in English" (full-time education)

Program of content modules	Number of hours					Tests
	Lectures	Practical lessons	Independent work	IW	Training, CPIT	
<i>Content module I. Communication in professional discourse.</i>						
Topic 1. Business communications in the 21st century.	2	2	16	2	2	Current survey, Standardized tests
Topic 2. Official reports. Format of official reports: introduction, main part, conclusion.	2	4	16		-	Presentation of reports
Topic 3. Official speeches as a means of communication. Format of official speeches. Speech delivery skills. Use of visual aids.	4	6	16		2	Performances
<i>Content module II. Presentations in business communications</i>						
Topic 4. Mastering the art of presentation.	2	6	16	3	2	Current survey
Topic 5. Types of presentations, features of presenting a presentation to an audience	2	6	16		-	Presenting a presentation
Topic 6. Negotiation strategies and technologies, types of negotiations and their components	3	6	14		-	Team work
TOTAL	15	30	94	5	6	

5. Subjects of practical classes

Practical lesson 1. Business communications in the 21st century.

Goal. To reveal the essence and content of the concept of business communications.

Questions for discussion:

1. Approaches to understanding the essence of communication.
2. Trends in the development of modern communication.

3. Communication process: elements and stages
4. Basic communication skills.
5. Types of communication in management.
6. Peculiarities of transmission and perception of information.

Additional questions:

1. Basic laws of communication, their consideration during business interaction.
2. Information channels and networks.
3. Reading as a non-verbal communication skill. J. Mitchell's "7 second" rule
4. Characteristics of basic communication skills in business communication.

Practical lesson 2, 3. Official reports. Format of official reports: introduction, main part, conclusion.

Goal. Familiarize students with the structure of an official report.

Questions for discussion:

1. The structure of writing an official report.
2. Planning and preparation for writing an official report.
3. Developing your own strategy and tactics for writing an official report.

Additional questions:

1. Report preparation project.
2. Use of official data of state statistical reporting and analytical developments in state reports.

Practical lesson 4, 5, 6. Official speeches as a means of communication. Format of official speeches.

Goal. To acquaint students with the peculiarities of preparing official speeches in the life of the organization.

Questions for discussion:

1. Structure, preparation and delivery of a speech.
2. Planning and preparation for the speech.
3. Development of one's own strategy and tactics of conveying certain information to listeners in the process of delivering speeches.

Additional questions:

1. Communicative capabilities and advantages in the process of transmitting and receiving information.
2. Stereotyping and empathy - mechanisms of perception in communication.
3. Use of quotations.

Practical lesson 7, 8, 9. Speech delivery skills. Use of visual aids.

Goal: Improving speech delivery skills. Use of aid

Questions for discussion:

1. Non-verbal means of information transmission.
2. Basic speech techniques that help the speaker communicate with the audience (encouragement, clarification, questioning, empathy, summarizing).
3. Dress code as a non-verbal means of information transfer.

Additional questions:

1. The structure of the welcome speech.
2. Typical schemes of forming a first impression.
3. Ability to speak and listen.

Practical lesson 10, 11, 12. Mastering the art of presentation. Types of presentations, features of presenting a presentation to an audience.

Goal: Improving presentation skills.

Questions for discussion:

1. Ways to overcome communication barriers.
2. The role of business presentations.
3. Written and oral presentations.
4. Language as the main means of communication.

Additional questions:

1. Application of rhetorical mechanisms to create an effective presentation.
2. Presentations as effective persuasive discourse.

Practical lesson 13, 14, 15. Negotiation strategies and technologies, types of negotiations and their components.

Goal: Improving negotiation skills.

Questions for discussion:

1. Structure of business negotiations.
2. Typical schemes of forming a first impression.
3. Strategies and tactics of conducting business negotiations.
4. Achieving the success of negotiations as a mandatory part of business contacts.
5. Use of phrases in different interaction strategies.

Additional questions:

1. Negotiations are conflict-oriented.
2. Negotiations are focused on consensus.

6. Complex practical individual task

An individual task from the discipline "Business English Communication" is completed independently by each student. CPIT consists in the preparation of a presentation and subsequent public speech on a correspondingly certain economic professional topic. The subject matter (object of study) of CPIT is chosen by each student individually and agreed with the teacher.

7. Independent work of students

The following list of questions is submitted for full and partial independent study:

№ п/п	Topics
1	The core of negotiations is a conflict, or a conflict situation.
2	Anatomy of intra-personal conflict
3	Interpersonal conflict: ways of resolution.
4	Intergroup conflict and its characteristics.
5	Resolving national conflicts - successes and failures
6	Overcoming social conflicts through negotiations.

8. Organization and conduct of training

Topics:

Training 1. Business negotiations.

The purpose of the training: to teach students to get the planned result in the process of negotiations, to take a "strong" position in negotiations; improve the ability to obtain the best opportunities for your company as a result of negotiations.

Goals and objectives of the training:

Practice the skills of effective behavior in the negotiation process.

To reveal the possibilities of negotiation strategies.

Improve the use of non-verbal and paraverbal components negotiations

Improve methods of responding to objections.

Master the techniques of persuasion and effective argumentation.

Learn to clearly present and defend your position.

Conducting methods: testing, questionnaires, mini-lecture, brainstorming, discussion of problematic issues and group discussions, solving cases, role play.

Training 2. Debate.

Training is a planned process of modifying (changing) a learner's attitude, knowledge, or behavioral skills through learning experiences to achieve effective performance in an activity or in a specific field

The purpose of the training: development and improvement of argumentation skills.

Procedure:

1. Familiarization with the task, brief repetition of the material.

2. Distribution of roles.

3. Debate. The debate consists of two parts. During the first part, there are three main speakers. The

speakers speak in turn. Each of the speakers performs a clearly defined role. After the speeches of the main speakers, a debate begins in the hall, in which everyone can participate (including the main speakers). It is initiated by the speaker from the propositional side. Each speaker has 3 minutes, and the chairman has the right to shorten the schedule of these speeches. The debate continues until the moment when there are no more people willing to speak. Speakers from the hall must speak in turn - first the speaker from the side of the proposal, and then from the side of the opposition. The chairman has the right to interrupt the debate sooner if he considers that it is going on too long.

After the debate, voting takes place in the hall. The subject of voting is the arguments, not the thesis. They vote for arguments, not theses.

During debates, speakers do not stand behind the rostrum, but stand next to it - speakers who support the proposal - on the right side of the chairman, the opposition - on the left. The secretary puts cards on the podium with the recorded time remaining until the end of the speech.

4. Summing up.

9. Assessment tools and methods of demonstrating learning outcomes

The following assessment tools and methods of demonstrating learning outcomes are used in the process of studying the discipline "Business English Communication":

- standardized tests;
- current survey;
- credit module testing and survey;
- cross-cutting projects;
- abstracts, essays;
- presentations of the results of completed tasks and research;
- student presentations and performances at scientific events;
- tasks in the appropriate software environment;
- modular works;
- evaluation of the results of CPIT.

10. Criteria, forms of current and final control

Evaluation criteria

The final score (on a 100-point scale) from the discipline "Business English Communication" is determined as a weighted average value, depending on the specific weight of each credit component.

Credit module 1	Credit module 2	Credit module 3
30 %	40 %	30 %
Oral survey (1-3 topics) - 10 points per topic - max. 30 points. Modular work (topics 1-3) - max. 70 points.	Presentation of reports (topics 4-6) – 20 points per topic max. 60 points. Modular work (topics 4-6) - max. 40 points.	Preparation of CPIT - max. 40 points. Protection of CPIT - max. 40 points. Participation in trainings - max. 20 points.

Evaluation scale:

ECTS	Grades	Content
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactory
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course

11. Tools, equipment and software, the use of which involves the academic discipline

№	Name	Number of the topic
1.	Multimedia complex	1-6
2.	Laptop	1-6
3.	Interactive board	1-6

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*
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 riznoho 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.*