

BUSINESS COMMUNICATIONS IN INTERNATIONAL BUSINESS

Number of credits: 4 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

Instructor: Olga Ergunova, Associate Professor

Office Phone: +7-343-295-12-57

E-mail: ergunova-olga@yandex.ru

Course description

The course focuses on learning the basics of business communication, the principles and methods of business communications in the field of international business.

The purpose of discipline: to prepare students for the communication activities through building the system of knowledge about the organization of business communication technologies reflecting specificities of business culture of foreign countries, including the questions of motivation, group dynamics, team building, communication, leadership, and conflict management.

Discipline objectives: to improve positive communication skills, based on mutual understanding, and overcoming communication barriers, personal influence in international business; the study of the ethical foundations of business communication and the formation of modern business culture, business ethics; the study of the theory and practice of international business re-negotiations, their organization and training; development of psychology of business communication tactics in negotiations and techniques of argumentation, conflict prevention; theoretical and practical development of methods of organizing and following business talks, commercial negotiations, business meetings, official receptions, briefings, press conferences and the use of modern means of communication; consideration of issues of international business etiquette, business protocol, and the attributes of business communication.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Week 1. Lecture 1. The concept of business culture and its evolution. Business communication in international business, cross-cultural communication issues.

Week 2. Lecture 2. International business culture and communication in international business. The main stages of development of the theory of business communication in the international business.

Week 3. Seminar 1. Variety of genres, and official-business style in international business

Week 4. Seminar 2. Variety of genres, and official-business style in international business

Week 5. Seminar 3. Culture of business communication in the international business. Types and forms of business communication in the international business.

Week 6. Seminar 4. Features of oral official-business communication in the international business..

Week 7. Seminar 5. Features of oral official-business communication in the international business.

Week 8. Seminar 6. Business written communication in international business.

Week 9. Seminar 7. Business written communication in international business..

Week 10. Seminar 8. Business documentation in international business.

Week 11. Seminar 9. Language design business documents in international business

Week 12. Seminar 10. Advertising text in business communication in the international business.

Week 13. Seminar 11. Advertising text in business communication in the international business.

Week 14. Seminar 12. Advertising text in business communication in the international business.

Final exam

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not

exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Дорошенко В. Ю. Психология и этика делового общения. Учебник [Электронный ресурс] / Дорошенко В. Ю. — М. : Юнити-Дана, 2012. — 420 с. — (Золотой фонд российских учебников). — <URL: <http://www.biblioclub.ru/book/117118/>>
2. Коноваленко М. Ю. Деловые коммуникации / М. Ю. Коноваленко, В. А. Коноваленко; Рос. гос. торг.-экон. ун-т. — М. : Юрайт, 2013. — 468 с.: ил. — (Бакалавр, Базовый курс). — До-пущено М-вом образования и науки РФ.
3. Кузнецов И. Н. Деловое общение. Учебное пособие [Электронный ресурс] / Кузнецов И. Н. — М.: Дашков и Ко, 2012. — 528 с. — <URL:<http://www.biblioclub.ru/book/112230/>>.

Recommended reading

1. Баева О. А. Ораторское искусство и деловое общение: Учеб. пособие для вузов / О. А. Баева. — 4-е изд., испр. — М.: Новое знание, 2003. — 368 с.

2. Берн Э. Игры, в которые играют люди. Психология человеческих взаимоотношений [Электронный ресурс] / Берн Э. — М. : Директ-Медиа, 2008. — 302 с. — <URL: <http://www.biblioclub.ru/book/39131/>>
3. Бороздина Г. В. Психология делового общения : учеб. пособие / Г. В. Бороздина. — М. : ИНФРА-М, 2000. — 224 с. : ил. .
4. Введенская Л. А. Риторика и культура речи : учебное пособие для студентов вузов / Л. А. Введенская, Л. Г. Павлова. — Изд. 13-е изд., стер. — Ростов-на-Дону : Феникс, 2014. — 537, [1] с.
5. Гойхман О. Я. Речевая коммуникация: учебник / О. Я. Гойхман, Т. М. Надеина. — 2-е изд., перераб. и доп. — М.: ИНФРА-М, 2008. — 272 с.
6. Ломова, О. С. Деловое общение специалиста по рекламе. Учебное пособие [Электронный ресурс] / Ломова О. С. — М. : Юнити-Дана, 2012. — 238 с. — («Азбука рекламы»). — <URL: <http://www.biblioclub.ru/book/11480>>
7. Коптюг, Н. М. Деловое общение на английском языке для начинающих: телефонные переговоры, деловая переписка, прием посетителей [Электронный ресурс] / Коптюг Н. М. — Новосибирск : Сибирское университетское издательство, 2009. — 176 с. — <URL: <http://www.biblioclub.ru/book/57274/>>