



**Syllabus of the educational course**  
«Business communications»

<b>Specialty</b>	<i>all</i>
<b>Educational program</b>	<i>all</i>
<b>Level of education</b>	<i>First (Bachelor) level of higher education</i>
<b>Course status</b>	<i>Elective</i>
<b>Language of teaching, learning and assessment</b>	<i>English</i>
<b>Course / semester</b>	<i>2 or 3 or 4 or 5 or 6 or 7 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution of hours by forms educational process and types educational classes</b>	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours Self-study – 90 hours.</i>
<b>Form of semester assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Department of International Economic Relations and Business Security, Main Building, Room 422, <a href="https://kafmev.hneu.edu.ua">https://kafmev.hneu.edu.ua</a></i>
<b>Teacher (-s)</b>	<i>Gron Oleksandra, PhD, associate professor</i>
<b>Teacher’s contacts</b>	<i>gronsense@gmail.com</i>
<b>Days of the classes</b>	<i>Lectures: <a href="#">according to the current schedule of classes</a> Seminars: <a href="#">according to the current schedule of classes</a></i>
<b>Consultations</b>	<i>At the Department of International Economic Relations and Business Security, full-time, according to the schedule of consultations, individual, PNS chat, Zoom</i>

**The purpose of the academic course**

the formation of students’ necessary knowledge related to the understanding of business communications, their features, the development of the necessary skills and attitudes of practical skills of effective business communication.

**Structural and logical scheme of studying an academic discipline**

<b>Prerequisites</b>	<b>Post requisites</b>

**Content of the educational course**

- Topic 1.** Basics of business communication.
- Topic 2.** Development of emotional intelligence and interpersonal interaction.
- Topic 3.** Non-verbal communication.
- Topic 4.** Communications within the organization
- Topic 5.** Management of team effectiveness.
- Topic 6.** Development of negotiation skills and behavior in conflicts.
- Topic 7.** Effective business text.
- Topic 8.** Analysis and presentation of research results.
- Topic 9.** Public speeches and presentations.
- Topic 10.** Public Relations.
- Topic 11.** Communication with clients.
- Topic 12.** Ethics of business communications.

**Material and technical support (software) of the course**

*PES S.Kuznets KhNUE, ZOOM*

**Assessment system of learning outcomes**

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.



Current control is carried out during lectures, practical (seminar) classes and is aimed at assessing the level of preparedness of the higher education applicant to perform a specific job and is evaluated by the sum of points scored.

Current control includes the following control measures: interactive tasks by topic; case studies; individual and group tasks; presentations based on research results; colloquium. The maximum possible number of points for the current control during the semester for the discipline whose form of control is credit is 100 and the minimum possible number of points is 60.

The final control is carried out in the form of a pass. The final grade for the academic discipline is determined by: summing the points for the current control.

More detailed information on the assessment and accumulation of points in the discipline is given in the working plan (technological card) of the discipline.

#### **Course policies**

The teaching of the course is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

***More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Program of the course***