



Syllabus of the course
«Communication and business protocol»

Specialty	<i>D3 Management F6 Information Systems and Technologies</i>	
Study Programme	<i>International Economics</i>	
Study cycle (Bachelor, Master, PhD)	<i>the second (Master) level of higher education</i>	
Course status	<i>mandatory</i>	
Language	<i>English</i>	
Term	<i>first year, first semester</i>	
ECTS credits	<i>3</i>	
Workload	<i>Lectures – 10 hours. Practical studies – 20 hours. Laboratory studies – 0 hours. Self-study – 60 hours.</i>	
Assessment system	<i>Grading</i>	
Department	<i>Department of International Economics and Management auditorium 304 of the first building phone: +38(057)702-18-32 (additional 346) website: https://www.kmib.hneu.edu.ua</i>	
Teaching staff	<i>Inna Leonidivna Dybach, Doctor of Sciences in Economics, Professor</i>	
Contacts	<i>I. L. Dybach inna.dybach@hneu.net</i>	
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>	
Consultations	<i>At the Department of International Economics and Management, offline, according to the schedule, individual, PNS chat.</i>	
Learning objectives and skills:		
<i>mastering a system of theoretical knowledge, practical skills, and competencies related to structuring effective business communication processes while ensuring clarity, consistency, and alignment with organizational goals; applying the principles of business etiquette and professional protocol in formal, international, and digital business environments; conducting intercultural communication analysis; and adapting communication styles to diverse cultural and professional contexts</i>		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
	Human Resource Management in IT Projects	
	Pre-diploma practice	



Course content

Module 1: *Communication processes at the enterprise*

Topic 1. Ethics, etiquette and protocol in business communication.

Topic 2. The essence and structure of business communication.

Topic 3. Culture of business communication.

Topic 4. Verbal and non-verbal communication in business.

Topic 5. Cross-cultural communications in international companies.

Topic 6. Features of remote communication.

Module 2: *Business protocol and negotiations*

Topic 7. The image of a business person and the image of a company.

Topic 8. Organizational and legal aspects of communication with foreign partners.

Topic 9. Organization and conduct of business negotiations/receptions.

Topic 10. International diplomatic and business protocol.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program