

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"  
Проректор з навчально-методичної  
роботи



Каріна НЕМАЦКАЛО

*Комунікації та діловий протокол*  
робоча програма навчальної дисципліни

Галузь знань *07 Управління та адміністрування*  
Спеціальність *073 Менеджмент*  
Освітній рівень *другий (магістр)*  
Освітня програма *Міжнародний IT-менеджмент*

Статус дисципліни *обов'язкова*  
Мова викладання, навчання та оцінювання *англійська*

Завідувач кафедри  
міжнародної економіки і менеджменту  Надія ПРОСКУРНІНА

Харків  
2022



APPROVED

at the meeting of the Department of International Economics and Management  
Protocol No. 1 dated 30.08.2022

Developer:

Inna L. Dybach, Doctor of Economic Sciences, Associate Professor, Professor  
Department of International Economics and Management

**Sheet for updating and re-approving  
the work program of the academic discipline**

Academic year	Date of the meeting of the WPAD developer department	Protocol number	Signature of the department head

## **Abstract of the academic discipline**

In the context of deepening informatization and socialization, penetrating into all spheres of modern society, communications and their skills become a determining factor in the success of any business. A modern manager understands that building effective communication within the company and establishing the right communication links with external stakeholders affect the effectiveness of management decisions both at the operational and strategic levels. An important aspect of building business relationships in the context of deepening globalization processes in the economy is the use of a business protocol that establishes clear rules and principles of communication for each business participant.

The purpose of studying “Communications and Business Protocol” academic discipline is to develop professional competencies in the field of international business communications and business protocol based on ethics among the applicants of the Master’s educational level.

In accordance with the goal, the main tasks of the discipline are the development of theoretical knowledge and practical skills of business communication by students, that is:

- mastering the concepts of ethics and culture of business communication;
- understanding the features of speech and non-verbal communication;
- formation of skills for organizing a personal and corporate image in accordance with the requirements of the international business protocol;
- mastering the technologies of establishing and maintaining contacts with representatives of different business cultures and developing behavioral models in various difficult situations of international business;
- acquisition of theoretical knowledge and practical skills in organizing and conducting business meetings, receptions, negotiations.

The subject of “Communications and Business Protocol” course is the features of business communication processes in the field of international IT management.

Applicants of the second (master’s) level of education in the educational program “International IT Management”, who master “Communications and Business Protocol” discipline, will be able to use the skills of effective communication in the environment of both domestic and global business. Studying the course contributes to the development of self-esteem and the ability to independently learn, develops leadership skills and the ability to manage people.

## **Characteristics of the academic discipline**

Course	1
Semester	1
Number of ECTS credits	3
Form of final control	Credit

## **Structural and logical scheme of the discipline study**

Prerequisites	Postrequisites
Higher education of the first (bachelor) level and the ability to master knowledge, skills and abilities in the field of management, administration, majoring in management	International business strategies of the enterprise

### **Competencies and learning outcomes of discipline**

Learning outcomes	Competencies
LO1. Critically consider, choose and use the necessary scientific, methodical and analytical tools for management in unpredictable conditions.	SC3. Capacity for self-development, lifelong learning and effective self-management. SC6. The ability to form leadership qualities and demonstrate them in the process of managing people.
LO4. Justify and manage projects, generate business ideas.	GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).
LO7. Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context.	GC2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity). GC3. Skills in using information and communication technologies. GC5. The ability to act on the basis of ethical considerations (motives). SC5. Ability to create and organize effective communications in the management process. SC12. Ability to evaluate the financial and economic indicators of an IT project.
LO10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks.	GC3. Skills in using information and communication technologies. SC6. The ability to form leadership qualities and demonstrate them in the process of managing people. SC8. Ability to use psychological

	<p>technologies for working with personnel.</p> <p>SC9. Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation.</p> <p>SC11. Ability to create modern tools (networks) of communication.</p>
LO12. Be able to delegate authority and management of the organization (subdivision).	SC. Ability to create and organize effective communications in the management process
LO13. Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (subdivision).	GC7. Ability to abstract thinking, analysis and synthesis.
LO14. To be able to choose the optimal IT project management methodology.	<p>SC11. Ability to create modern tools (networks) of communication.</p> <p>SC12. Ability to evaluate the financial and economic indicators of an IT project.</p>
LO15. Be able to evaluate the economic results of the creation and implementation of an IT project.	<p>SC11. Ability to create modern tools (networks) of communication.</p> <p>SC12. Ability to evaluate the financial and economic indicators of an IT project.</p>
<i>LO – Learning Outcome</i>	<p><i>GC – General Competence</i></p> <p><i>SC – Special Competence</i></p>

### **Program of educational discipline**

#### **CONTENT MODULE 1.**

#### **ETHICS AND CULTURE OF BUSINESS COMMUNICATION**

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

**Lecture 1.** The role of ethics in business. History of ethics and business ethics. Features of the implementation of ethics in business communication. Basic characteristics of business ethics. Principles, norms, rules and elements of ethics in business. The essence of business communications. Communication and management efficiency. Communication process and its components. Means and forms of business communication. Business protocol and its principles.

##### **Topic 2. Culture of business communication**

**Lecture 2.** Modern concept of business communication. Types of business communications. Differences between oral and written business communication. Norms of modern business communications.

Rules of language etiquette. Selection of lexical units and grammatical constructions. Greetings, introductions and farewells according to the rules of etiquette. Business correspondence.

## **CONTENT MODULE 2. IMAGE OF BUSINESS PERSON/COMPANY**

### **Topic 3. The image of a business person and the image of an organization**

**Lecture 3.** Image: essence, meaning and types. The image of a business person. The image of a business man. Office and corporate style. Business paraphernalia. Time management as a component of success. Rules for the optimal use of time. Teamwork: the concept of groups, their types, the reasons for the formation. The process of developing groups and teams. The concept of conflict situations, conflicts, their types and factors. Methods of resolving conflict situations in international communications.

### **Topic 4. Organization of business negotiations/receptions. International protocol**

**Lecture 4.** Guest ethics and etiquette. Types of business meetings – essence and characteristics. Official and informal business meetings. Planning, organization and conduct of business negotiations.

**Lecture 5.** National features of the business protocol. Cross-cultural management in the field of business communication. Peculiarities of business ethics and etiquette in Ukrainian society. Protocol aspects of negotiations with foreign partners.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating plan of the academic discipline".

### **Teaching and learning methods**

In the educational process, to enhance the educational and cognitive activity of students in “Communications and Business Protocol” discipline, the following teaching methods are used: lectures; workshops; independent work; individual work; consultations.

The lecture form of conducting classes involves the use of the following methods:

1. Lecture-visualization (Lecture 1; lecture 5).
2. Problematic (Lecture 4).
3. Video lecture (Lecture 3).
4. Lecture-conversation (Lecture 2).
5. Mini-lecture (Lecture 3).

The practical form of classes involves the use of the following methods:

1. Seminars (Practical 1, 2, 9),
2. Colloquia (Practical 4),
3. Business (imitation) games (Practical 3, 8),

4. Work in small groups (Practical 6),
5. Project presentations (Practical 5),
6. Brainstorming (Practical 6),
7. Case method (Practical 7, 10).

The teaching of the material is accompanied by the use of general educational and innovative methods and measures to enhance the student's interest in the educational material (applied, methodological, psychological).

### **The procedure for evaluating learning outcomes**

Simon Kuznets Kharkiv National University of Economics uses a cumulative (100-point) rating system.

Evaluation of the results of studying "Communications and business protocol" academic discipline is carried out according to the following types of control:

1. The current one, which is conducted during the semester and is evaluated by the sum of points scored (the maximum amount is 100 points, the minimum is 60 points):

- lecture (2 points for active pair work. Maximum number of points is 10);
- practical classes (1 point based on survey results, 3 points for completing a practical task. Maximum 40 points);
- independent work, which consists of studying lecture material, preparing for practical classes, searching, selecting and reviewing literary sources on a given topic, as well as completing the 1st individual research task (writing abstracts, messages, essays, reports), which is evaluated from 2 to 10 points;
- tests (two current tests, which are evaluated from 8 to 15 points each. The total number of points is a maximum of 30);
- presentation (from 2 to 10 points. During the semester, students perform 1 individual creative task on a topic determined by the lecturer);

2. Final. The final assessment of the training course is calculated as the sum of the points received by the student during the current control. A student should be considered certified if the sum of points obtained as a result of the final control is equal to or exceeds 60.

Forms of evaluation and distribution of points are presented in table "Rating-plan of the academic discipline".

### **Rating-plan of the educational discipline**

Topic	Forms and types of education	Assessment forms	Max score
Topic 1	Auditorium work		
	Lecture	Ethics, etiquette and protocol in	Active work in -



Topic	Forms and types of education	Assessment forms	Max score	
		business communication	class	
	Practical	Seminar "The Importance of Ethics and Entrepreneurial Culture in International IT Business"	Survey	6
			Answer	
	Practical	Seminar "Business communications and business protocol in the context of ensuring business competitiveness on the international market"	Survey	6
			Answer	
Individual work				
Questions and tasks for individual work	Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic		-	-
Topic 2	Auditorium work			
	Lecture	Culture of business communication	Active work in class	-
	Practical	Situational tasks "Communicative techniques in interpersonal and business communication"	Survey	6
			Completing the task	
	Practical	Colloquium "Leadership and conflict resolution in business communications"	Survey	6
			Answer	
	Individual work			
Questions and tasks for individual work	Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic		-	-
Control work	Preparation for the test	Test	12	
Topic 3	Auditorium work			
	Lecture	The image of a business person and the image of an organization	Active work in class	-
	Practical	Practical work "Research of the image of a business person"	Survey	6
			Completing the task	
	Practical	Practical work "Development of the business image of the organization"	Survey	6
Completing the task				

Topic	Forms and types of education	Assessment forms	Max score	
	Individual work			
	Questions and tasks for individual work	Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic	-	-
Topic 4	Auditorium work			
	Lecture	Organization of business negotiations/receptions	Active work in class	-
	Practical	Case "Cross-cultural business communications"	Survey	6
			Work with the case	
	Practical	Business game "Conducting business negotiations"	Survey	6
			Completing the task	
	Lecture	International protocol	Active work in class	-
	Practical	Seminar "Business protocol - the basis of effective business communications"	Survey	6
			Answer	
	Practical	Case "Etiquette of remote communication"	Survey	6
			Work with the case	
	Individual work			
Questions and tasks for individual work	Study of lecture material, preparation for practical classes. Search, selection and review of literary sources on a given topic. Performing independent work	Abstract/ essay/ message/ report	10	
Control work	Preparation for the test	Test	12	
Individual work	Preparation of the presentation	Presentation	6	
			Total	100

### Recommended Books

#### Basic literature

1. Creative Solutions to Global Business Negotiations [Text]. - Third Edition  
Copyright Business Expert Press, LLC, 2021.

2. Kalyuzhka, N. S. Ethics of professional and business communication (Етика професійного і ділового спілкування) [Text]: teaching method. manual / N. S. Kalyuzhka; Grigory Skovorody University in Pereyaslav. - Kyiv: Gulyaeva V. M., 2022. - 227 p.

3. Mayfield M. Fundamental Theories of Business Communication: Laying a Foundation for the Field New Perspectives in Organizational Communication [Text] / Mayfield M., Mayfield J., Walker R. - Springer International Publishing, 2021.

4. Thill J. V. Excellence in Business Communication, Global Edition [Text] / John V. Thill, Courtland L. Bovee. - Pearson Higher Ed, 2021

### **Additional literature**

5. Cultural diplomacy (Культурна дипломатія) [Text]: training. manual / [V. Matvienko and others] ; in general ed. Iryna Matyash and Viktora Matvienko; Kyiv. national University named after Taras Shevchenko, International Institute of relations, Sciences. t-vo history of diplomacy and international relations - Kyiv: GDIP, 2021. – 248.

6. The art of eloquence, the culture of communication and business communication (Мистецтво красномовства, культури спілкування та ділової комунікації) [Text]: teaching. manual / comp. V. I. Dokash; Chernivtsi national University named after Yury Fedkovych. - Chernivtsi: Chernivtsi. national University named after Yuriy Fedkovycha, 2020. - 367 p

7. Lucas Stephen The Art of Public Speaking. McGraw-Hill Education. 2019.

### **Information resources**

1. Course page "Communications and business protocol" on the Moodle platform (personal learning system): веб-сайт. URL: <https://pns.hneu.edu.ua/course/view.php?id=7917>