



Course syllabus

"Business English Communication"

Degree of higher education - master's degree

Field of knowledge - 29 "International relations"

Specialty - 292 "International economic relations"

Educational and professional program - "International Marketing"

Discipline – compulsory

Academic year: 1

Semester: 1

Number of ECTS credits: 5

Language of teaching: English

Head of the course

Tetiana Buchynska, Candidate of Economics Sciences, Associate Professor,
Associate Professor of the department of International Economic Relations

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Course description

The goal of the discipline is the formation of the necessary level of communicative ability in the spheres of business and professional discourse in oral and written forms, as well as the development of sustained interest in its content. Studying the discipline "Business Communications in English" 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.

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, and the establishment of diplomatic partnerships with native speakers.

The formation of communicative culture involves mastering the language as a means of communication. The formation of business 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, diplomatic debates, in presentations and speeches.

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).

Course structure

Hours (lect. / sem.)	Topics	Training results	Tests
2/2	Topic 1. Business communications in the 21st century.	To understand the meaning of the concept of "business communication", to master the basic skills of communicative activity.	Current survey, Standardized tests
2/4	Topic 2. Official reports. Format of official reports: introduction, main part, conclusion.	To know the main characteristic features of official speeches, be able to write speeches and present them to the audience using visual aids.	Presentation of reports
4/6	Topic 3. Official speeches as a means of communication. Format of official speeches. Speech delivery skills. Use of visual aids.	To identify the characteristic features and typology of speeches; teach how to write speeches/speech with a negative content, speeches/speech with a positive content; master the requirements for writing conclusions; to master the art of giving a speech.	Performances
2/6	Topic 4. Mastering the art of presentation.	To consider the main criteria for an effective oral presentation; select and organize the content of presentation materials; master the design of visual aids and advertising leaflets; show the importance of commercial use of websites.	Current survey
2/6	Topic 5. Types of presentations, features of presenting a presentation to an audience.	To show the direction of the presentation to an international audience; master the skills of preparing for an oral presentation: main accents; mastering the ability to conduct a group presentation while distributing duties and responsibilities.	Presenting a presentation
3/6	Topic 6. Negotiation strategies and technologies, types of negotiations and their components	To master the skills of conducting effective negotiations; master the ethics of business negotiations - the unwritten rules of negotiations and their observance. To identify the main types of negotiations and their components.	Team work

Recommended sources of information

1. Buchynska T.V. Vplyv tekhnolohichnoi ta povedinkovoi revoliutsii na osnovni kharakterystyky universalnykh kompetentnosti liudyny. Elektronne naukove vydannia Klasychnoho pryvatnoho universytetu «Pryazovskyi ekonomichnyi visnyk» Vypusk №6 (23), 2020r. Elektronnyi resurs/T.V. Buchynska //Pryazovskyi ekonomichnyi visnyk. 2020. №6 (23). S.10-14.
2. Buchynska T., Bjarne Rerup Schlichter Soft Skills of Delivery Managers in Co-sourced Software Project Procedia Computer Science Journal. Volume 181 C, 2021, Pp.905-912
3. Buchynska T.V. Zarubizhna praktyka formuvannia universalnykh kompetentnosti suchasnoho fakhivtsia v umovakh revoliutsii 4.0. Elektronnyi zhurnal «Ekonomika ta suspilstvo» Vypusk №26, 2021r. eISSN:2524-0072
4. Buchynska T.V., Batryn N.V., Verhun L.I. Soft skills v umovakh inkliuzyvnoho rozvytku svitovoho hospodarstva: Mizhnarodni ekonomichni vidnosyny. Pidruchnyk/za zah. red. d.e.n., profesora Krysovatoho A.I., d.e.n., profesora Zvarycha R.Ie. Ternopil: ZUNU, 2021. S.603-634.
5. Buchynska TV., Homotiuk A.O. Dilovi komunikatsii v proiektnomu menedzhmenti mizhnarodnykh kompanii. Innovatsiina ekonomika №3 (2023. S. 134-138)
6. Buchynska T.V., Yurkevych H.I. Formuvannia efektyvnykh dilovykh komunikatsii v kompaniakh. Innovatsiina ekonomika.2024.№ 2. S. 106-111.
7. Buchynska T.V., Verhun L.I. Kultura ta komunikatsiia. Mizhnarodnyi menedzhment: Pidruchnyk/za red. Prof. A.I. Krysovatoho, prof. R.Ie. Zvarycha. Ternopil: ZUNU, 2024. 508s.
8. Batchenko L. V., Bondar I. S., Rusavska V. A. Biznes-komunikatsii v mizhnarodnomu menedzhmenti: Navch. pos. K:Lira-K, 2021. 304s.
9. Bystrytskyi Ye., Proleiev S., Zymovets R. Komunikatsiia i kultura v globalnomu sviti. Vyd-vo: Dukh i Litera, 2020. 416s.
10. Boholiubova N.M. Mizhkulturna komunikatsiia. 2017. URL: https://stud.com.ua/90283/kulturologiya/mizhkulturna_komunikatsiya
11. Erin Meier. Kulturna karta, Bariery mizhkulturnoho spilkuвання v biznesi. V-vo: Nash format, 2020, 224s.
12. Ketrin Stotkhar. Yak znaity spilnu movu. Vpevnenist i kharyzma pry spilkuванні z osobystiamy riznoho typu. V-vo: KM-BUKS, 2022.
13. Janine Kurnoff, Lee Lazarus, (2021) Everyday Business Storytelling, Create, Simplify, and Adapt A Visual Narrative for Any Audience: Wiley. 278p.
14. John P. Stewart, Don Fulop. (2019). Mastering the Art of Oral Presentations: Winning Orals, Speeches, and Stand-Up Presentations 1st Edition: Wiley. 177p.
15. Joel Peterson, Entrepreneurial Leadership: The Art of Launching New Ventures, Inspiring Others, and Running Stuff Happer Collins Leadership 2020, 225p.
16. J.C. Moore (2018). Time To GIT: Quick Public Speaking Guide Paperback, KenCee Publishers LLC, Conyers, GA. 24p.
17. Khan, A.A.& Taher, M.A.(2016).Business Communication: Report Writing. Dhaka: Abir Publication.
18. Nancy Duarte. (2016). HBR Guide to Persuasive Presentations: Unabridged. 229p.
19. Prajeet Budhale. (2021). The Golden Book of Business Presentation Skills: Quick and Easy Tips to Make Powerful Presentations: Kindle Edition.
20. Raman, Meenakshi & Sangeeta Sharma.(2022).Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press.

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.

Модуль 1		Модуль 2		Модуль 3	Модуль 4
20 %	20%	20%	20%	5 %	15%
Current evaluation	Module control	Current evaluation	Module control	Training	Individual work
It is defined as the arithmetic average of the grades obtained during classes (1-7).	Written work covering topics (1-4).	Arithmetic average of grades obtained during classes (8-15).	Written work covering topics (5-6).	Assessment for presentation materials based on the results of the training task.	It is defined as the arithmetic average of the grades obtained during the study of the discipline for independent work (presentations, essays, projects).

Assessment 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