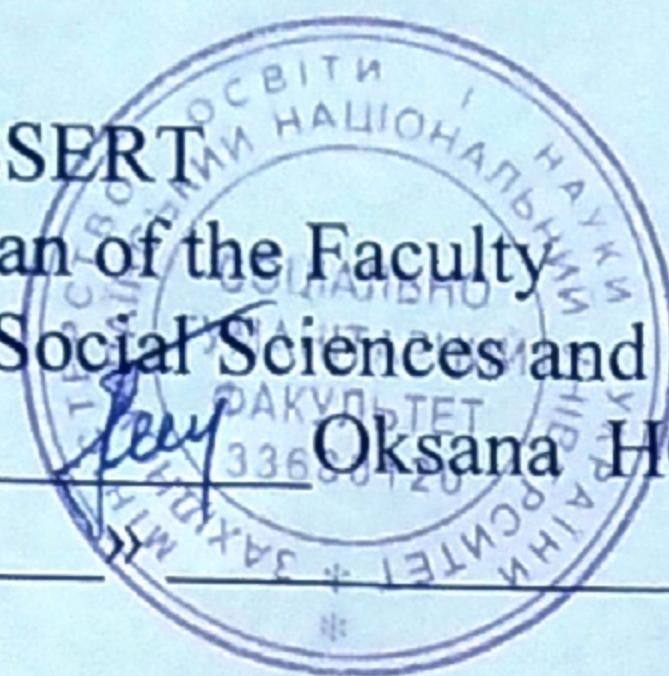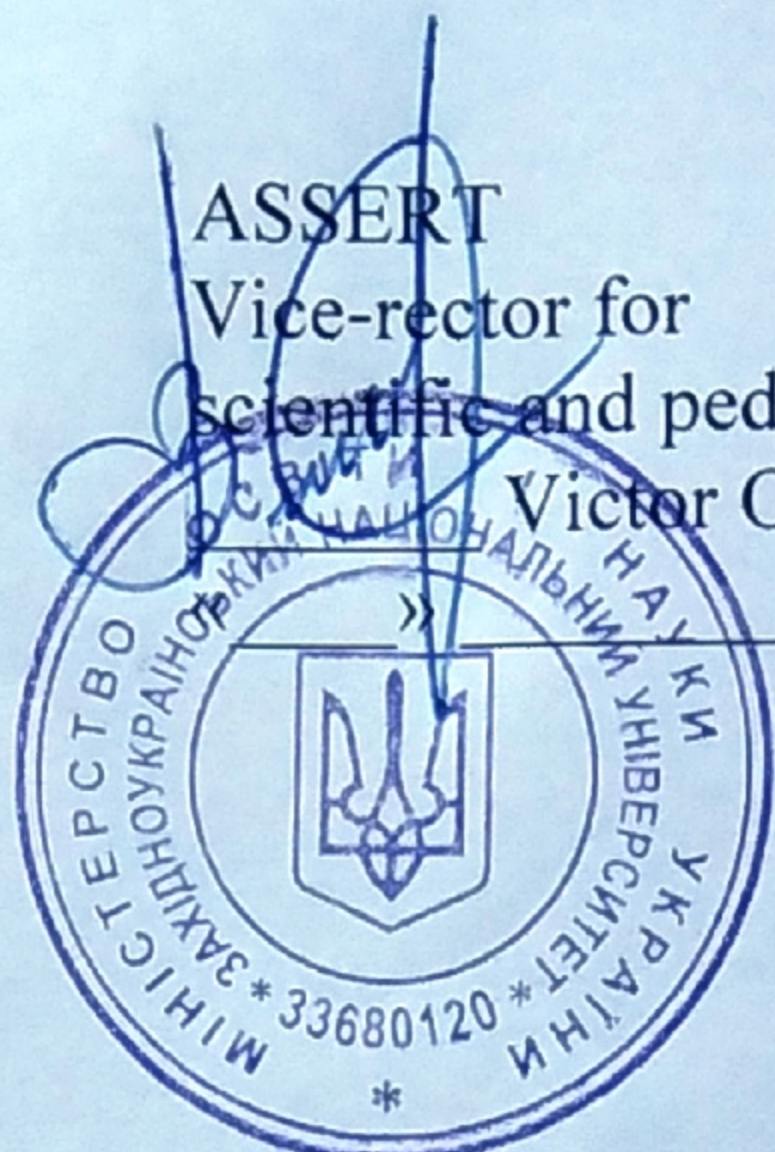# MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
West Ukrainian National University
Faculty of Social Sciences and Humanities
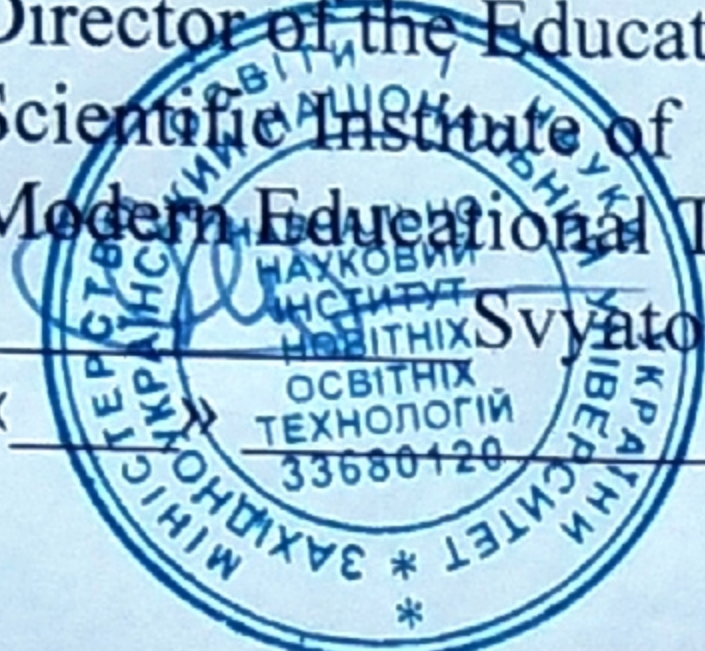
ASSERT
Dean of the Faculty
of Social Sciences and Humanities
_____ Oksana HOMOTYK
«_____»_____ 2024

ASSERT
Vice-rector for
scientific and pedagogical work
_____ Victor OSTROVERHOV
«_____»_____ 2024 p.

ASSERT
Director of the Educational and
Scientific Institute of
Modern Educational Technologies
_____ Svyatoslav PYTEL
«_____»_____ 2024 p.

WORK PROGRAM
of the academic course «**Business Communication**»

Educational Qualifying Level – Bachelor
Branch of Knowledge – 02 Culture and Arts
Speciality – 029 Information, Library, and Archival Studies
Educational and Professional Program – Document Studies and Information Activities
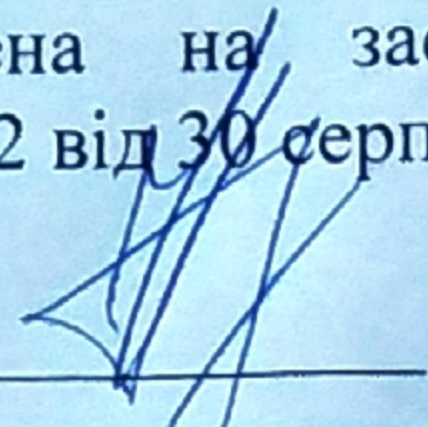
Department of Information and Socio-Cultural Activities

Attendance mode	Year	Semester	Lectures	Seminar classes	Ind. student's work	Trenings	Independent student activity	In total	Semester credit (sem.)
Full-time education	4	8	24	24	3	6	93	150	8
Extramural	4	8	8	4	-	-	138	150	8

Ternopil – WUNU
2024
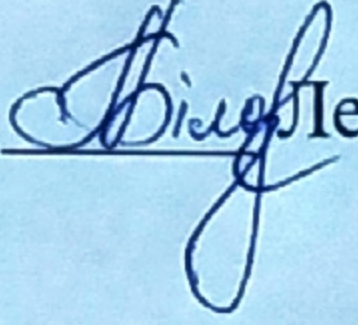
Робочу програму склала д-р філол. наук, професор кафедри інформаційної та соціокультурної діяльності Шкіцька Ірина Юріївна.

Робоча програма затверджена на засіданні кафедри інформаційної та соціокультурної діяльності, № 2 від 30 серпня 2024 року.

Завідувач кафедри, к.і.н., доц. _____ Ірина НЕДОШИТКО

Розглянуто та схвалено групою забезпечення спеціальності 029 Інформаційна, бібліотечна та архівна справа, протокол № 2 від 30 серпня 2024 року

Голова ГЗС, д.філол.н., проф. _____ Ірина ШКІЦЬКА

Гарант ОПП, д.і.н., проф. _____ Леся БІЛОВУС

THE STRUCTURE OF THE WORK PROGRAM
OF THE ACADEMIC COURSE «Business Communication»

1. THE DESCRIPTION OF THE ACADEMIC COURSE «Business Communication»

Academic course «Business Communication»	Branch of knowledge, speciality, educational qualifying level	Characteristics of the subject
The number of credits ECTS is 5	Branch of Knowledge «02 Culture and Arts»	The status of the academic course elective. The language of teaching is English
The number of academic modules is 4	Speciality «029 Information, Library, and Archival Studies»	Year of study *Full-time study – 4* *External study mode – 4* Semester *Full-time study – 8* *Part-time study – 8*
The number of content modules is 2	Educational and Professional Program «Document Studies and Information Activities»	Lectures *Full-time study – 24* *Part-time study – 8* Seminar classes *Full-time study – 24* *Part-time study – 4*
The total number of hours is 150	Educational Qualifying Level *«Bachelor»*	Independent student activity: *Full-time study – 93* *Part-time study – 138* Trenings– *6* *Part-time study – -* Individual student work *Full-time study – 3* *Part-time study – -*
The number of hours in a week is 10, of them in classroom is 4		The form of a final control is a semester credit

2. THE PURPOSE AND TASKS OF STUDYING THE ACADEMIC COURSE
«Business communication»

Modern business communication integrates communication theory and practice and challenges many orthodox views of the communication process. Business Communication analyses how effective communication can be achieved in organizations that are changing to meet new social, economic and technological demands.

The subjects covered include: interpersonal communication, including the use and analysis of non-verbal communication; group communication, including practical techniques to support discussion and meetings; written presentation, including both paper and electronic documents; oral presentation; usage of electronic media.

As well as developing their own practical skills students who are studying business communication at degree level will be able to:
— understand important principles underlying modern business communication;
— apply these principles in varied business and corporate contexts;
— critically analyse these principles, and their applications;
— evaluate the role of communication in the changing business context.

This course points out alternatives and highlights controversies.

Learning objectives — to define Business communication and the importance of clarity in Business communications.

The value of the academic course. Business communication is used to promote a product, service, or organization; to relay information within the business; or to deal with legal and similar issues. Failures of human communication can become amplified in professional settings. In business transactions, especially those involving large amounts of money, a small miscommunication can have devastating effects. Customer relationship management is a widely implemented model for managing company's interactions with customers, clients, and sales prospects. It is needed because there are often multiple business associates that come into contact with a client. Barriers to clarity in communication include: complex messages, the withholding of information, ineffective communication throughout the chain of command, and lack of trust due to competition.

This academic course has been created to prepare experts, who understand successful communication as a guarantee of success and a platform for productive business relationships. Studying the course will contribute to the personal growth of students, increase their professional and speech culture. Considerable attention in studying the course is paid to the practical, applied component. This is provided by practical classes, business games, testing, and discussions of various business situations, solving analytical problems, preparation and defends of projects that represent their own models or concepts for solving complex problems of business communications.

The theoretical material of the course is divided into two semantic modules, which consist of specific topics.

Cross-curricular links. The academic course «Business communication» has organic connections with other humanities. There are «Business Ukrainian»,

«Psychology», «Ethics of business communication», «Document Science» and others.

The versatility and complexity of the problems of this course leads to recourse to various sources of information. Some issues of this subject are reflected in textbooks, monographs, compiled by experts in various fields of knowledge: linguistics, psychology, sociology, ethics, history, document science, logic, and other related subjects.

2.1. The purpose of studying the academic course

The purpose of the course «Business Communications» is to provide students with knowledge of communication and various forms of business communication, mastering practical skills of business meetings, negotiation, direct and indirect business communication to achieve a positive result and ensure the development of communicative competence, situations, their modelling in the modern information society.

2.2. The tasks of studying the academic course «Business communication» are:

— to form a systematic idea of business communication as a means of cooperation, interaction, ensuring the achievement of goals of employees, the goals of the organization and society;
— to form an appropriate understanding of the importance of the culture of business communication in the establishment and development of constructive business relations and partnerships between subjects of business relations;
— to form a theoretical and methodological basis for further mastery of social communication and professional subjects that students will study;
— to promote the formation of leadership and communicative and moral and ethical qualities, the desire for co-creation and cooperation, mastering the rules of business ethics and norms of behaviour adopted in a professional society.

After learning this course students will be able to:
— outline basic principles underlying modern business communication, and apply these principles in varied contexts;
— critically analyse these basic principles, and their application;
—review the nature and role of communication in the changing context of modern business organizations.

2.3. Prerequisites for studying the academic course

To master the content of the academic course «Business Communications» requires knowledge gained in classes in Business Ukrainian, Managerial document science, Documentary linguistics, Ethics of business communication, Communication theory, Social communications etc.

The academic course «Business communication» provides:

1. Study of the theoretical foundations of business communication, mastering the conceptual and terminological apparatus of the **subject**, knowledge of the general laws of communicative processes and laws of communication.
2. Formation of skills of interpersonal interaction.
3. Use of various communication technologies for effective communication on the basis of tolerance, dialogue and cooperation.

4. Modelling of communicative behaviour according to situations, selection and application of various communicative strategies to achieve a positive result.
5. Formation of independent effective communicative style, abilities and skills of productive business interaction.
6. Identification of skills of interpersonal interaction, the ability to motivate people and move towards a common goal, as well as the skills of using information and communication technologies in business communication.
7. Ability to use the basic tools of business communication, to use effective methods of behaviour in the communication process, taking into account the rules of business ethics and business etiquette.
8. Possession of verbal and nonverbal means of communication, the ability to control emotions in the process of business communication.
9. Acquisition of knowledge of management and marketing technologies in a certain field.
10. Ability to make contact, objectively perceive the interlocutor, predict the outcome of communication, create a friendly atmosphere during business communications.
11. Ability to conduct productive business communication: negotiations, business conversation, telephone conversation, interview, discussion, debate, public speech, presentation, business correspondence, other types of written and electronic communication.
12. Ability to resolve conflicts in business communication, overcoming communication barriers.
13. Mastering the basic principles of manipulative influence and the formation of skills to neutralize it.

3. **THE CONTENT OF THE ACADEMIC COURSE «BUSINESS COMMUNICATION»**

CONTENT MODULE 1
Key aspects of modern communication
Topic 1: COMMUNICATION FUNDAMENTALS
1**.** Introduction to the academic course «Business communication».
2. The fundamental concepts of communication.
3. Analysing communication.
4. The importance of clarity in professional settings.
5. Dimensions of business communication.

Topic 2: COMMUNICATION CODES AND MEANING
1. Codes of communication.
2. Understanding human language.
3. Language features.
4. Other business codes.
5. Non-verbal signals in everyday business situations.

Topic 3: INTERCULTURAL COMMUNICATION
1. Communicating across social boundaries.
2. Analysing and comparing cultural differences.
3. Intercultural communication differences in cultural background: effects on communication in the workplace.
4. The English language as the language of business.
5. How intercultural barriers can be overcome.
6. Management responsibility for intercultural communication.

Topic 4: ORGANIZATIONAL CULTURE AND COMMUNICATION
1. The concept of organizational culture.
2. Levels of organizational culture.
3. Major models of organizational culture.
4. Communication and expression of organizational culture.
5. Reviewing the determinants of organizational culture.

Topic 5: ORGANIZATIONAL STRUCTURE AND COMMUNICATION
1. The concept of the organizational structure.
2. Defining structures within structures.
3. Complexities within structures.
4. The role of the 'informal organization'.
5. Bureaucratic structures.
6. New forms of business organizations.
7. Speeds of organizations changing.

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CONTENT MODULE 2
Types and forms of business communication
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Topic 6: WRITTEN COMMUNICATION IN ORGANIZATIONS
1. Business writing: planning and organizing.
2. Effective writing style.
3. Effective design and visual aids.
4. Creating Effective Messages.
5. Choosing the Right Method for the Message.
6. Minimizing Risk of Miscommunication
7. Effective business documents.
8. General guidelines for formatting documents.

Topic 7: INTERPERSONAL COMMUNICATION IN ORGANIZATIONS
1. Effective interpersonal communication: defining interpersonal skills.
2. Interpersonal skills in action: communicating face to face.
3. Meetings and presentations.
4. Effective Rhetoric and Presentation.
5. Telling a Story.
6. Anticipating Audience Reaction.
7. Building effective teams.

4. THE STRUCTURE OF THE DISCIPLINE CREDIT
«Business communication»
(Full-time study)

Topic	Number of hours					
	Lectures	Seminars	Indep. student activity	Ind. student work	Tre-nings	Forms of control
CONTENT MODULE 1 **Key aspects of Modern Working Life**						
Topic 1 Communication fundamentals	4	4	10	1		Tests, discussions exercises
Topic 2 Communication and organizations in context	4	4	10	-		Tests, discussions exercises
Topic 3 Intercultural communication	4	4	10	1	3	Tests, discussions exercises
Topic 4 Organizational culture and communication	4	4	10	-		Tests, discussions exercises
Topic 5 Organizational structure and communication	4	4	10	-		Modul 1
Total:	*20*	*20*	*50*	*2*	*3*	
CONTENT MODULE 2 **Types and Forms of Business Communication**						
Topic 6 Written communication in organizations	2	2	20	-	3	Tests, discussions exercises
Topic 7 Interpersonal communication in organizations	2	2	23	1		Modul 2 Final control work
Total:	*4*	*4*	*43*	*1*	*3*	
In general:	*24*	*24*	*93*	*3*	*6*	
Final control	**Semester credit**					

(Extramural Attendance Mode)

Topic	Number of hours					
	Lectures	Seminars	Indep. student activity	Ind. student work	Tre-nings	Forms of control
CONTENT MODULE 1 **Key aspects of Modern Working Life**						
Topic 1 Communication fundamentals	2	2	20	-		Tests, discussions exercises
Topic 2 Communication and organizations in context	2	2	20	-		Tests, discussions exercises
Topic 3 Intercultural communication	2	-	20	-	-	Tests
Topic 4 Organizational culture and communication	2	-	20	-		Tests
Topic 5 Organizational structure and communication	-	-	20	-		Tests
Total:	*8*	*4*	*100*	*-*	*-*	
CONTENT MODULE 2 **Types and Forms of Business Communication**						
Topic 6 Written communication in organizations	-	-	20	-	-	Tests
Topic 7 Interpersonal communication in organizations	-	-	18	-		Final test
Total:	*-*	*-*	*38*	*-*	*-*	
In general:	*8*	*4*	*138*	*-*	*-*	
Final control	**Semester credit**					

5. TOPICS OF SEMINARS
(Full-time study)
Seminars 1-2
Topic: COMMUNICATION FUNDAMENTALS (4 hours).
Questions for discussion
1**.** Introduction to the academic course «Business communication».
2. The fundamental concepts of communication.
3. Analysing communication.
Questions assigned for individual study
1. The importance of clarity in professional settings.
2. Dimensions of business communication.

Seminars 3-4
Topic: COMMUNICATION CODES AND MEANING (4 hours).
Questions for discussion
1. Codes of communication.
2. Understanding human language.
3. Language features.
Questions assigned for individual study
1. Other business codes.
2. Non-verbal signals in everyday business situations.

Seminars 5-6
Topic: INTERCULTURAL COMMUNICATION (4 hours).
Questions for discussion
1. Communicating across social boundaries.
2. Analysing and comparing cultural differences.
3. Intercultural communication differences in cultural background: effects on communication in the workplace.
4. The English language as the language of business.
Questions assigned for individual study
1. How intercultural barriers can be overcome.
2. Management responsibility for intercultural communication.

Seminars 7-8
Topic: ORGANIZATIONAL CULTURE AND COMMUNICATION (4 hours).
Questions for discussion
1. The concept of organizational culture.
2. Levels of organizational culture.
3. Major models of organizational culture.
Questions assigned for individual study
1. Communication and expression of organizational culture.
2. Reviewing the determinants of organizational culture.

Seminars 9-10
Topic: ORGANIZATIONAL STRUCTURE AND COMMUNICATION (4 hours).
Questions for discussion
1. The concept of the organizational structure.
2. Defining structures within structures.
3. Complexities within structures.
4. The role of the 'informal organization'.
Questions assigned for individual study
1. Bureaucratic structures.
2. New forms of business organizations.
3. Speeds of organizations changing.

Seminar 11
Topic: WRITTEN COMMUNICATION IN ORGANIZATIONS (2 hours).
Questions for discussion
1. Business writing: planning and organizing.
2. Effective writing style.
3. Effective design and visual aids.
4. Creating Effective Messages.
5. Choosing the Right Method for the Message.
Questions assigned for individual study
1. Minimizing Risk of Miscommunication
2. Effective business documents.
3. General guidelines for formatting documents.

Seminar 12
Topic: INTERPERSONAL COMMUNICATION IN ORGANIZATIONS (2 hours).
Questions for discussion
1. Effective interpersonal communication: defining interpersonal skills.
2. Interpersonal skills in action: communicating face to face.
3. Meetings and presentations.
4. Effective Rhetoric and Presentation.
Questions assigned for individual study
1. Telling a Story.
2. Anticipating Audience Reaction.
3. Building effective teams.

5.1. TOPICS OF SEMINARS
(Extramural Attendance Mode)
Seminar 1
Topic: COMMUNICATION FUNDAMENTALS (2 hours).
Questions for discussion
1**.** Introduction to the academic course «Business communication».
2. The fundamental concepts of communication.
3. Analysing communication.

4. The importance of clarity in professional settings.

Seminar 2
Topic: COMMUNICATION CODES AND MEANING (2 hours).
Questions for discussion
1. Codes of communication.
2. Understanding human language.
3. Language features.
4. Other business codes.
5. Non-verbal signals in everyday business situations.

6. INDEPENDENT STUDENT ACTIVITY

Independent student work is the main way to assimilate educational material in extracurricular time without teacher's participation. The volume and content of independent work is determined by the syllabus and the work plan within the established amount of hours in the discipline, the methodical instructions of the teacher. The student's independent work is evaluated in the «Moodle» distance learning system and has the form of computer testing.

7. TRAININGS AND INDIVIDUAL TASK ON THE ACADEMIC COURSE «BUSINESS COMMUNICATION»

Topic: CONFLICT RESOLUTION

Module 1: Understanding Conflict

1. What is conflict? Defining conflict, types of conflict, and the conflict cycle.
2. The impact of conflict: How conflict affects individuals, teams, and organizations.
3. Causes of conflict: Common causes of conflict in the workplace.

Module 2: Communication Skills for Conflict Resolution

1. Active listening: Techniques for listening effectively and empathetically.
2. Assertive communication: Expressing needs and opinions clearly and respectfully.
3. Non-verbal communication: Understanding and using body language effectively.
4. Giving and receiving feedback: Providing and accepting feedback constructively.

Module 3: Conflict Resolution Strategies

1. Avoiding: Strategies for preventing or postponing conflict.
2. Competing: Pursuing one's own interests at the expense of others.
3. Compromising: Seeking a mutually acceptable solution.
4. Collaborating: Finding a solution that satisfies the needs of all parties.
5. Choosing the right strategy: Factors to consider when selecting a conflict resolution strategy.

Module 4: Negotiation Skills

1. The negotiation process: Stages of negotiation and key concepts.
2. Negotiation tactics: Strategies for effective negotiation.
3. Win-win negotiation: Creating solutions that benefit all parties.

Module 5: Mediation and Facilitation

1. The role of a mediator: Facilitating conflict resolution between parties.
2. Mediation process: Steps involved in a mediation session.
3. Facilitation skills: Guiding group discussions and problem-solving.

Activities and Exercises

Role-plays: Practicing conflict resolution scenarios in a safe environment.
Case studies: Analyzing real-world conflict situations.
Group discussions: Exploring different perspectives on conflict.
Self-assessment: Identifying personal strengths and weaknesses in conflict resolution.

Individual task

The purpose of the individual task is to master the skills of independent study of program material, systematization, generalization, consolidation and practical

application of knowledge of the course, stimulating students' creativity, laying the foundations for their further research work.

Topics of individual tasks for the discipline «Business Communication»
1. The main characteristics of communication in the XXI century.
2. Comparative characteristics of business communication and informal types of communication.
3. Basic communication skills of a business person.
4. Cultural signs in formal speech.
5. Ways of improving business communication.
6. Verbal and nonverbal components of business communication.
7. Psychological mechanisms of influence on the partner during business communication.
8. Types of conflicts in business communication.
9. Ways to harmonize communication with people of different temperaments.
10. Speech strategies and tactics used in conflict situations.
11. Styles of behaviour of a business person in conflict situations.
12. Intrapersonal conflicts of a business person: types and ways out.
13. Taking into account the individual characteristics of the partner in business communication.
14. Styles of business communication and their verbal manifestations.
15. Business etiquette and its impact on business communication.
16. Ethics of business conversation on a mobile phone.
17. Ways to improve the psychological climate in the workforce.
18. Professional communication and its components.
19. Communicative portrait of a successful businessman.
20. Communication barriers and ways to overcome them.
21. Features of business communication in different countries.
22. The value of spatial and psychological distance between communicative partners.
23. Typical mistakes in conducting business conversations.
24. The Internet as a tool of business communication.
25. Typical negotiation mistakes.
26. Typical mistakes in organizing and conducting meetings and conferences.
27. Ways of positive self-positioning of a business person.
28. Formation of the image of a business person.
29. Ways to improve written business communication.
30. Manifestation of communicative etiquette of Ukrainians in proverbs and sayings.
31. Semantic and psychological barriers in communication and ways to overcome them.
32. The role of the Internet in the development of marketing communications.
33. Manipulative technologies in the system of mass communications.
34. The problem of protection of trade secrets in the information society.
35. Business communication in the context of globalization.
36. Manifestations of religious differences and value universals during business communication.
37. Features of business communication in women's teams.

38. The role of the passive observer in negotiations.
39. The role of informal information channels in business communication.
40. Features of female and male speech behaviour.
41. Implementation of the manipulative principle of deficit in advertising.
42. The essence and features of preparation for an interview with a potential employer.

8. MEANS OF EVALUATION AND METHODS OF DEMONSTRATION OF LEARNING RESULTS

During teaching the academic course «BUSINESS COMMUNICATION» the following assessment tools and methods of demonstrating learning outcomes will be used:
- current assessment of students' knowledge in classes;
- standardized tests, case studies, discussions;
- final oral express survey;
- evaluation of participation in trainings and defense of an individual creative task;
- writing the final work;
- assessment of independent work in the form of computer testing in the distance learning system «Moodle».

COURSE POLICIES

- Academic Integrity. The student-faculty relationship is based on trust and mutual respect, which can be seriously undermined by the suspicion or reality of academic dishonesty. Academic dishonesty includes, but is not limited to, improper group work, reuse of a paper from another course, and/or cheating on a test or quiz.
- Assignments. Assignment sheets will be distributed per chapter. Because this course requires your active participation, assignments must be prepared in advance of each class session. Homework is collected at the start of each class session. Anything not handed in then, is considered late.
- Class Attendance. Attendance and participation in all class sessions are essential and will be noted daily.
- Late Papers. I will accept late papers; however, the grade for the paper will be reduced by 5% for every 24 hours, or fraction thereof, that the paper is late. If you miss one of the control tests for a legitimate reason (e.g. illness, with a note from the Health Center), the percentage allotted to this test will be added to the final exam.

9. CRITERIA, FORMS OF CURRENT AND FINAL CONTROL

The final score (on a 100-point scale) in the academic course «BUSINESS COMMUNICATION» is defined as a weighted average, depending on the proportion of each component of the credit:

Module 1		Module 2		Module 3	Module 4
20%	20%	20%	20%	5%	15%
Current assessment	The final oral express survey	Current assessment	Moduł 2 Control work	Participation in trainings	Independent work

Module 1	Module 2	Module 3	Module 4	In total
40%	**40%**	**5%**	**15%**	**100%**
1. Current assessment. 2. The assessment for the final oral express survey during the class is a maximum of 100 points. The activity of the student during the lesson is taken into account.	1. Current assessment. 2. Control work. The assessment for test questions (10) is 2 points for each correct answer (the maximum score is 20). The assessment for theoretical questions is a maximum of 40 points. The maximum score for the case task is 40 points	The assessment for participation in trainings is a maximum of 20 points. The assessment for the individual task is a maximum of 80 points, of which the score for the content of the report is a maximum of 40 points. The score for the oral representation of the individual task is a maximum of 20 points. The score for the multimedia support of the report is a maximum of 20 points.	Assessment of independent work: testing in Moodle	

Grading scale

Total grade of academic transcript	ECTS grade	National grade	
		Exams, course research projects	Credit tests
90–100	**A**	Excellent	Passed
85–89	**B**	Good	
75–84	**C**		
65–74	**D**	Satisfactory	
60–64	**E**		
35–59	**FX**	Unsatisfactory	Not passed
1–34	**F**		

10. INSTRUMENTS, EQUIPMENT AND SOFTWARE USED FOR TEACHING THE ACADEMIC COURSE «BUSINESS COMMUNICATION»

Visual materials and guidelines

№ in order	Names	number of a topic
1.	Tests for the academic course «Business communication»	1-7
2.	Individual tasks for students	1-7
3.	Шкіцька І. Ю. Сучасна мовна комунікація в публічному управлінні : навчальний посібник для студентів вищих навчальних закладів. Тернопіль : ТНЕУ, 2017. 312 с. URL: http://dspace.tneu.edu.ua/handle/316497/29700	1-7

12. RECOMMENDED SOURCES OF INFORMATION

1. Abrahams M. Tips for making presentations memorable. Los Altos, CA: Bold Echo, 2016.
2. Bovee Courtland L., Thill John V. Business Communication Today. Prentice Hall, 2014.
3. Carnegie D. How To Win Friends and Influence. Simon & Schuster (August 24, 2010). 285 s.
4. Cialdini. R. B. PhD. Influence: The Psychology of Persuasion. Collins Business Essentials, 2009. 334 p.
5. Clampitt P.G. Communicating for Managerial Effectiveness, 2nd edition. Thousand Oaks, CA: Sage, 2001.
6. Guffey M. E., Loewy D. Business Communication: Process & Product 9th Edition. Cengage Learning, 2017, 1056 p.
7. Hartley P. and Bruckmann Clive G. Business Communication. London and New York: Routledge, Taylor & Francis Group, 2007.
8. Jordan R.R. Academic Writing Course. Longman, 2013.
9. Kennedy G. Everything is negotiable: How to get the best deal every time . London: Random House Business books, 2008. 384p.
10. Kent-Paxton L. Elements of Effective Writing. Prentice Hall, 2012.
11. Knapp M.L. and Hall J.A. Nonverbal Communication in Human Interaction, 8th edition. Fort Worth, TX: Harcourt Brace, 2001.
12. Locker K. O. Business and Administrative Communication Richard D. Irwin, Inc., 2012.
13. Lucas Stephen. The Art of Public Speaking. 11th edition. McGraw-Hill Education, 2011, 382 p
14. Myers David G. with others. Social Psychology ∕ David G., Myers with others. 5th Canadian edition. McGraw-Hill Ryerson Higher Education, 2012. 768 p.

15. <u>Voss</u> Chris, Raz <u>Tahl</u>. Never Split the Difference*: Negotiating As If Your Life Depended On It. HarperCollins e-books. Revised edition (May 28, 2009). 334 p.

Video resourses

1. Business English — How to talk about your career (Rebecca is the teacher). URL: https://youtu.be/sFp5LPJ69EI.
2. Get a new job: vocabulary & grammar for your RESUME & COVER LETTER (with Emma) URL: https://www.engvid.com/vocabulary-grammar-resume-cover-letter/
3. How to change Basic English into Business English (Rebecca is the teacher). URL: https://youtu.be/_2ZDNgtAsbw
4. Vocabulary for your CV & cover letter (with Jade). URL: https://www.engvid.com/get-a-job-english-cv/
5. Job skills: Prepare your English CV for a job in the UK (with Jade). URL: https://www.engvid.com/job-skills-uk-cv/https://www.engvid.com/job-skills-uk-cv/
6. What to say at your job interview (with Jane). URL: https://www.engvid.com/what-to-say-at-your-job-interview/
7. Got a better job: power verbs for resume writing (with Emma). URL: https://www.engvid.com/power-verbs-resume-writing/
8. How to succeed in your job interview: Situational questions (with Emma). URL: https://www.engvid.com/job-interview-situational-questions/
9. Group job interview; what to say and do to succeed (with Jane). URL: https://www.engvid.com/group-job-interview/
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16. Speak like a Manager: Verbs 1 (Rebecca is the teacher).URL: https://youtu.be/TUSxq7KoTsM
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18. English in the worlplace (with Emma). URL: https://youtu.be/PAUmGYm7IG0
19. English Dialogues at Work. URL: https://youtu.be/MTM_bnkrz-c
20. Learn English with Movies | Will Smith - The Pursuit of Happyness (English for Job interview) https://youtu.be/pKoH9GkEKxQ

21. PRESENTING AND PUBLIC SPEAKING TIPS - HOW TO IMPROVE SKILLS & CONFIDENCE https://youtu.be/Q5WT2vweFRY
22. How to Start Your Presentation — 3 Modern Era Tips | Public Speaking Tips https://youtu.be/tfxga5VG4uI