	SYLLABUS BUSINESS COMMUNICATION
	Educational Qualifying Level – Bachelor **Branch of Knowledge** – 06 Journalism **Speciality** – **061** Journalism **Educational and Professional Program** – Legal Journalism
	Year of training: IV, the 8-th semester
	The number of credits ECTS – 5 The language of teaching is English

Lecturer	Doctor of Science in Philology, Professor — **Iryna Shkitska**
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COURSE DESCRIPTION

This academic course **"Business Communication"** has been created to prepare experts, who understand effective communication as a guarantee of success and a platform for productive business relationships. The course will contribute to students' personal growth as well as help to increase their professional and communicative culture. Considerable attention in the discipline is paid to the practical component. That 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 communication. The theoretical material of the course is divided into two content modules, which consist of specific topics.

SUBJECT CONTENT

Hours (lectures / seminars)	Topic	Learning outcomes	Tasks
4 / 4	**Topic 1**: Communication Fundamentals	to know how people's personal definitions of communication influence how they act; to know popular models of communication and can explain why people need a more complex approach; can use the communication triangle to analyze workplace	Tests, discussions exercises
4 / 4	**Topic 2**: Communication and Organizations in Context	to know the range and variety of human communication codes; to be able to explain why a human language is a collection of multiple and overlapping codes; can examine the nature and scope of non-verbal communication and identify practical implications for the appropriate use of language and non-verbal codes in business communication	Tests, discussions exercises
4 / 4	**Topic 3**:	to know problems and issues which arise when	Tests,

	Intercultural Communication	people communicate across social boundaries; can define basic cross-cultural concepts and explain how cultural differences can be analyzed and compared; to know how differences in cultural background can affect communication in the workplace; can develop strategies to overcome intercultural communication barriers	discussions exercises
4 / 4	**Topic 4**: Organizational Culture and Communication	to know what organizational culture means and why it is important; to explain and compare major models of organizational culture; to know how organizational culture is communicated and expressed	Tests, discussions exercises
4 / 4	**Topic 5**: Organizational Structure and Communication	to be able to identify and describe different organizational structures; can discuss how organizations can be described in terms of different models: 1) the stakeholder groups, 2) the organization's subsystems; 3) the organization hierarchy; to know how communication is represented in these different models and look at issues which affect these formal structures	Module control 1
2 / 2	**Topic 6**: Written Communication in Organizations	can compare different approaches to writing and choose the best one; can explain why organizing and structuring information is so important; to know how to establish clear objectives; to know different methods and principles for structuring information; to be able to use these principles to organize information at different levels; to know how the structure of a document and the main criteria to identify an effective business writing style; can evaluate methods to measure the readability of a document	Tests, discussion
2 / 2	**Topic 7**: Interpersonal Communication in Organizations	to be able to explain what effective interpersonal communication involves; can identify and explain the most important interpersonal skills; can comment upon popular models of interpersonal skills and communication; to know important implications of this analysis for your behaviour towards others at work; to summarize general principles of selection and appraisal interviews and show how communication influences their outcomes	Final control work

RECOMMENDED SOURCES OF INFORMATION

1. Bennett Andrew E**.** 25 Business stories: A Practical Guide for English Learners Merriam Webster Learner's, 2018.
2. Bill Mascull. Business vocabulary in use. Advanced with Answers. Third edition. Cambridge University Press, 2018. 176 p.
3. Business and Administrative Communication / Locker K., Jo Mackiewicz, et al. McGraw Hill; 12th edition (September 20, 2018). 672 p.

4. Business Builder. Macmillan Education (different levels).
    URL: https://www.macmillanenglish.com/ua/catalogue/courses/business-english.
5. Business one: one / Rachel Appleby, John Bradley, Brian Brennan, Jane Hudson, Nina Leeke and Jim Scrivener. Oxford University Press (different levels) URL: https://tsp-books.com/
6. Grammar for Business / Jeanne McCarten, Jeanne McCarten, David Clark, Rachel Clark. Cambrige University Ress, Klett Ernst / Schulbuch, 2019.
7. Guffey M. E., Loewy D. Business Communication: Process & Product 9th Edition. Cengage Learning, 2017, 1056 p.
8. English for Everyone: Business English course Book. DK. Penguin Random House (different levels). URL: https://languageadvisor.net/english-for-everyone-business-english-course-book-level-2/
9. Hughes John. Total Business 2. National Geographic Learning (different levels).
10. Intelligent Business. Pearson (different levels).
    URL: http://www.pearsonlongman.com/intelligent_business/bec_tests.html.
11. Introduction to Business / Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt. OpenStax, 2018.
12. Kelly Quintanilla Miller, Shawn T. Wahl. Business and Professional Communication: KEYS for Workplace Excellence, 2020.
13. Market leader / David Falvey, David Cotton, Simon Kent, Margaret O'Keeffe, Iwonna Dubicka. 3-d edition Pearson.
14. Myers David G. with others. Social Psychology / David G., Myers with others. 5th Canadian edition. McGraw-Hill Ryerson Higher Education. 768 p.

OTHER 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.

EVALUATION SYSTEM

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		