

Syllabus

BUSINESS COMMUNICATION

Lecturer:

Kazanskaya Alina Yur'evna, PhD in economics. E-mail: akazanskaya@sfedu.ru.

Department responsible for the course or equivalent:

Institute of Management in Economic, Ecological and Social Systems; Department of engineering economy.

Semester when the course unit is delivered:

3rd.

ECTS credits:

5.

Level of course unit:

Master.

Course Description

The following issues are studied:

- Forms and types of business communications.
- Globalization of communication processes in society.
- Communicative channels analysis. Art of interpersonal communication
- Ethics of business communication.
- Types of performances. Public performances. Argument and structure of a performance.
- The main principles of effective negotiating.
- Suitable behavior in conflict situations.
- Methods of communicative and administrative influence.
- Role of corporative culture in business organisation.
- Psychological climate in small and big collectives.
- Role of the head in establishment and maintenance of social and psychological climate of collective.
- Specific features of cross-cultural business communication.
- Information systems and technologies in business communication processes.

Admission requirements

Applicants are expected to have completed the following courses:

- English (basic level).

Course objectives

In this course you will:

- form theoretical knowledge and get practical skills in the sphere of business communication;
- develop interpersonal communication skills and techniques to make efficient the transmission and reception of messages;
- train writing effective and concise letters and memos;
- learn to prepare informal and formal reports,
- improve the practical skills of negotiating;
- develop the skills of behavior in conflict situations.

Course content

No	Modules and topics	Term	Week of the term	Types of academic work, including the students' self-study (hours)		
				Lectures	Seminars	Self-study
Topic 1: Introduction to the communication theory bases						
1	Subject, purposes and problems of the course "Business communication".	3	1-2	1	1	4
2	The main categories of the communication theory.	3	1-2	1	1	4
	Interview					4
Topic 2: Types of business communications						
3	Communicative channels.	3	3-4	1	2	4
4	The art of interpersonal communication.	3	3-4	1	2	4
	Interview					4
Topic 3: Electronic communication						
5	Electronic communication. Essence, features and functions of electronic communication.	3	5-6	1	2	4
6	Globalization of communication processes in society. The Internet place in the system of means of modern social communication.	3	5-6	1	2	4
	Individual research work					10
Topic 4: Ethics of business communication						
7	Value of business communication and its feature. Forms and organization of communication. Efficiency of business communication.	3	7-8	1	1	4
8	Essence and types of conversations: business, personnel, disciplinary, organizational conversations, conversations with visitors. Model of the organization of a business conversation.	3	7-8	1	3	4
9	Types of performances. The receptions used for making a public statement speech. Argument and structure of a performance.	3	9-10	1	2	4
	Report, participation in discussions					6
Topic 5: Business negotiations: preparation and carrying out						
10	"Business negotiations" concept. Classification of business negotiations on the purpose which is set before themselves by their participants; on a field of activity; on the nature of relationship between the parties.	3	9-10	1	2	4
11	Types of joint decisions: compromise or "middle decision"; asymmetric decision (relative compromise); essentially new decision ("removal" of the main contradictions).	3	11-12	1	2	4

12	Methods and policy strokes on conducting business negotiations. Technologies of negotiating for phone.	3	11-12	1	2	4
	Practical problems solution (case-task)					8
Topic 6: Office communication. Rules of office relationship						
13	The role of corporative culture in business organization. Rules of office etiquette: ethics of the order and request; punishment ethics; dismissal formula; gratitude and compliment. The principles of office etiquette (rules of good behavior at work; communicative principles of optimization of the office relations; distinctly goals; competent office consultation; common sense; duty regulations; oral order).	3	13-14	1	3	4
14	Methods of communicative and administrative influence (threats; arrangements; characteristics of successful influence; Equipment of belief).	3	13-14	1	2	4
15	Dispute as method of communicative and administrative influence, its purpose and approaches. Principles of conducting dispute. Criticism and aggression during the dispute. Dale Carnegie's councils on effective settlement of disputes.	3	15-16	1	3	4
	Practical problems solution (case-task)					6
Topic 7: Psychological climate in a labor collective						
16	Concept of "labour collective". Socially psychological climate: concept, structure, models. Role of the head in establishment and maintenance of social and psychological climate of collective.	3	15-16	1	2	4
17	Composed psychological climate in a collective (value of a human factor, the rule of communication in collective, the level of psychological climate, style of the relations, degree of a personal independence of workers, development of mutual aid and goodwill, tolerance to various points of view).		17-18	1	2	4
	Report, participation in discussions					6
Topic 8: Problems of a cross-cultural communication						
18	National styles of business relations. Features of national ethics of business partners. National peculiarities of business communication: Germany, Italy, France, England, USA, China, Japan.		17-18	1	2	4

Individual research work					10
Offset					
Total			18	36	126

Learning activities and teaching methods

- Student self-study of educational material;
- Solution of practice-oriented tasks on the topics under study;
- Testing;
- Individual research work;
- Work with literary sources and Internet materials;
- Use of presentation multimedia materials for a better understanding of the material being studied and presentation of the project;
- Consultations on the development of the individual research work

Grading

- Interview – 10%;
- Report presentation, participation in discussions – 25%;
- Testing – 15%;
- Practical problems solution (case-task) – 25%
- Individual research work – 25%;

Course learning outcomes

This course is developing the next competences:

- readiness for communication in oral and written forms in the Russian and foreign languages for the solution of tasks of professional activity;
- readiness to direct collective in the sphere of the professional activity, tolerantly perceiving social, ethnic, confessional and cultural distinctions;
- ability to present results of the conducted research to scientific community in the form of article or report;
- ability to direct economic services and divisions at the enterprises and the organizations of various forms of ownership, in bodies of the state and municipal authority.

Assessment methods and criteria

When performing an interview:

The score is «Excellent» if the full understanding of the question studied is demonstrated.

The «Good» score is displayed if a sufficient level of understanding of the issue under study is demonstrated. There are some inaccuracies in the answer.

The rating is «Satisfactory» if an acceptable level of understanding of the question studied is demonstrated. There are significant inaccuracies in the answer.

The score is «Unsatisfactory» if the complete incomprehension of the question under study or the answer is completely absent.

When evaluating the answers to test tasks:

The score is «Excellent» if 85-100% of test tasks are fulfilled without errors.

The score is «Good» if 70-84% of test tasks are fulfilled without errors.

The score is «Satisfactory» if 55-69% of test tasks are fulfilled without errors.

The score is «Unsatisfactory» if less than 54% of test tasks are fulfilled without errors.

When solving practical problems:

The score is «Excellent» if the practical task is fulfilled correctly, the line of argument is presented in a logical sequence, the conclusions corresponding to the task are drawn.

The score is «Good» if the practical task is fulfilled correctly, the line of argument is presented in a logical sequence, but 2-3 minor errors that do not fundamentally affect the course of the solution are allowed.

The rating is «Satisfactory» if the practical task has been performed correctly, but there are a number of significant mistakes.

The score is «Unsatisfactory» if the practical task is not performed, or it is not done correctly.

When carrying out an individual research work

The score is «Excellent» if the work contains elements of scientific creativity, provides a reasoned analysis of the literature and a comprehensive assessment of factual material, and independent conclusions are drawn.

The score is «Good» if the basic requirements for work and its defense have been met, but there have been shortcomings. In particular, there are inaccuracies in the presentation of the material; there is no logical sequence in the judgments; additional questions during the defense are answered incompletely, there is no proper degree of creativity.

The rating is «Satisfactory» if there are significant deviations from the requirements for work. In particular, the theme or the material is superficial; there are actual errors in the text of the work or additional questions during the defense are answered incompletely or incorrectly; there are no conclusions about the feasibility of the project.

The evaluation is «Unsatisfactory» if the topic of the work is not disclosed; there is a significant misunderstanding of the task, insufficient knowledge of the material, lack of clarification on the theoretical and practical provisions of the work.

When report presenting, taking part in discussions

The score is «Excellent» if the full understanding of the question studied is demonstrated.

The «Good» score is displayed if a sufficient level of understanding of the issue under study is demonstrated. There are some inaccuracies in the answer.

The rating is «Satisfactory» if an acceptable level of understanding of the question studied is demonstrated. There are significant inaccuracies in the answer.

The score is «Unsatisfactory» if the complete incomprehension of the question under study or the answer is completely absent.

When getting offset

It is necessary to gain totally from 60 to 100 points by all types of educational activity for receiving "is reckoned" on the discipline. If the student receives the total number of the points less than 60, he/she gains "not reckoned" on the discipline.

Course literature:

1. Eksakusto, T.V. Fundamentals of business communication psychology: manual/T. V. Eksakusto; Ministry of Education and Science of the Russian Federation, Southern Federal University, Engineering and technological academy. - Taganrog: Publishing house of Southern Federal University, 2015. - 161 pp.: silt., the tab. - Bibliogr. in prince - ISBN 978-5-9275-1712-1; <http://biblioclub.ru/index.php?page=book&id=461885>
2. Yemelyanova, E.A. Business communications: manual / E.A. Yemelyanova; Ministry of Education and Science of the Russian Federation, Tomsk State University of Control systems and Radio electronics (TSUCSR). - Tomsk: El Content, 2014. - 122 pages: tab., silt. - Bibliogr.: pp. 100-103. - ISBN 978-5-4332-0185-9; <http://biblioclub.ru/index.php?page=book&id=480463>
3. Ponomareva, E.A. Practice of business communication: manual / E.A. Ponomareva, I.A. Senyugina; Ministry of Education and Science of the Russian Federation, Federal public autonomous educational institution of higher education "North Caucasian federal university". - Stavropol: SKFU, 2014. - 163 pp.: silt. - Bibliogr.: pp. 150.; <http://biblioclub.ru/index.php?page=book&id=457584>.
4. Fateeva, I.M. Standard of speech and business communication: manual / I.M. Fateeva; Moscow international higher school of business of "MIRBIS" (Institute). - Moscow: MIRBIS: Direkt-media, 2016. - 269 pp: silt. - Bibliogr.: page 4-5. - ISBN 978-5-4475-8307-1; <http://biblioclub.ru/index.php?page=book&id=441404>.
5. Kobyakova, T.I. Standard of speech and business communication: manual/T. I. Kobyakova; Ministry of Education and Science of the Russian Federation, Federal state-funded educational institution of higher education "Ufa state university of economy and

service" (UGUES). - Ufa: Ufa state university of economy and service, 2014. - 208 pp: the tab. - Bibliogr. in kN. - ISBN 978-5-88469-611-2; <http://biblioclub.ru/index.php?page=book&id=445133>.

6. Vylegzhanina, A.O. Business and scientific presentations: manual / A.O. Vylegzhanina. - Moscow; Berlin: Direkt-media, 2016. - 116 pp.: silt., the tab. - Bibliogr. in prince - ISBN 978-5-4475-8698-0; The Same [Electronic resource]. Pidomo L.P. Business Organization: methodological recommendations, examples of realizing theoretical propositions, practical tasks / L.P. Pidomo - Voronezh: Publishing house of VSU, 2015. - 192 pp. <http://biblioclub.ru/index.php?page=book&id=441602>

Internet resources:

1. Administrative and management portal. Electronic books on management, marketing and finance – <http://www.aup.ru/books>
2. Catalog of Digital Libraries – <http://tusearch.blogspot.com>
3. A general list of electronic teaching aids, lecture notes, presentations, etc. by the course – www.twirpx.files/planning
4. Technology of business communication. Series of lectures. http://korolewstvo.narod.ru/pshen/pshen01_5.htm
5. Sheynov V. P. Hidden management of the person (psychologists of manipulation). - M.: <http://shnurok14.narod.ru/Psih/Hidden/index.html>
6. E-books on business communication and etiquette. – Access mode: <http://www.aup.ru/books/i015.htm>
7. Humanitarian disciplines. Business communication. – Access mode: <http://www.twirpx.com/files/humanitarian/ido>
8. Education resource center "Etika". – Access mode: <http://iph.ras.ru/page27756321.htm>