Educational Establishment
«Belarusian State Economic University»

APPROVED
Rector Institution of Education
«Belarus State Economic University»

V.Yu.Shutilin

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MANAGERIAL COMMUNICATION

Curriculum for Master’s Program students
1-26 80 03 «Managerial Administration»

2019
AUTHOR: Viktor S. Slepowitch, Ph.D., Associate Professor and Department Chair, Department of Business English, Institution of Education “Belarus State Economic University”

REVIEWERS:

M.G. Bogova, Ph.D., Associate Professor of the Department of foreign language discourse communication, Institution of Education “Minsk State Linguistic University”.

N.P. Mogilenskikh, Ph.D., Associate Professor and Department Chair, Department of Intercultural Economic Communication, Institution of Education “Belarus State Economic University”.

RECOMMENDED FOR APPROVAL BY:

Department of Business English, Institution of Education “Belarus State Economic University” (Minutes №10 of 30.05.19);

Scholarly-methodological council, Institution of Education “Belarus State Economic University” (Minutes №6 of 25.06.2019)
EXPLANATORY NOTE

The educational discipline “Business Communication” is an important component of training graduate students of the practice-oriented master’s program in English majoring in Business Administration.

The relevance of the discipline follows from the necessity of forming the future specialists’ skills in applying adequate means of communication in the context of the ongoing changes of international business communication in the sphere of business administration.

The goal of the course is as follows:

- systemic teaching problem aspects of business communication, as well as mastering major concepts and terminology;

- developing cultural awareness and capability of appropriate interpretation of the communicative behavior in business sphere of various cultures.

The objectives of the discipline include the formation of the following master’s program students’ competencies:

- academic competency, i.e. knowledge of the main rules of business communication in their own country and abroad, as well as skills to see and take into account intercultural differences in professional communication;

- socio-personal competencies that manifest themselves in the feeling of civic responsibility, self-esteem, and responsibility for the decisions made;

- professional competency which implies the ability to creatively solve problems in the professional sphere and clearly express ideas both in written and oral forms, as well as carry out information-analytical foreign economic activities within the framework of their profession;

- communication competency, i.e. ability to adequately use verbal and nonverbal means of communication in various settings of communication in international business. This, in turn, includes linguistic, strategic, socio-cultural, and discursive competencies, which imply adequate choice and use of language/discourse means and communication strategies in a particular setting, as well business partners’ cultural awareness in accordance with a specific situation.

Requirements to the level of the educational discipline acquisition
As a result of studying the course “Business Communication”, Master’s program students must

**know:**

- specifics of business communication required for business administration actions;
- rules of using communication tactics and specifics of cultural differences in the process of business administration;
- main cross-cultural differences in business communication (verbal and nonverbal business communication, business ethics, business communication and conflict resolution, making decisions in business, business correspondence, various formats of business oral presentations, job application process, etc.);

**be able to:**

- correlate verbal, nonverbal, and paraverbal characteristics of communication with a specific communicative situation;
- apply various discursive practices for the implementation of communicative strategies of events;
- acquire information from international business papers and make it systemic according to the required parameters;
- forecast the development of communication scenario and business event, given the partner’s cultural background;
- substantiate one’s point of view, given business partners’ cultural background.

**Forms of control**

The main forms of control are as follows:
- interactive questions/answers,
- checking practical tasks,
- business presentations of various formats,
- current and final tests.

The discipline “Business Communication” for graduate (Master’s program) students is taught in the form of lectures and seminars in the 3rd semester.

The total number of hours is 120, of which:
- classroom hours – 60, of which: lectures – 30 and seminars - 30;
- Form of control is a credit.
Curriculum Content of the discipline “Managerial Communication”

Theme 1. Essentials of managerial communications


Theme 2. Verbal and nonverbal managerial communication.

Verbal and nonverbal communication (proportion, specifics in business settings). What nonverbal behavior communicates. Functions of nonverbal communication. Guidelines and limitations of nonverbal communication. Classifications of nonverbal business communication by body behavior (body language, kinesics, posture, gestures, facial expressions, eye contact), space and distance, time (M-time, P-time, informal time), paralanguage, silence.


Stereotypes and prejudices as barriers on the way to business communication. Business ethics as a part of business communication. Culture bound business ethics. Case studies: being positive; being thoughtful; being a team player; being interested; being organized; being punctual; being prepared; being polite; being patient; being loyal.

Theme 4. Managerial communication in the process of job application.

Job seeking process. Job market research. Sources of searching for openings (want-ads, networking, contacting companies directly, executive recruiters and employment agencies, online services). Self-assessment of one’s personality and skills (your selling point in job hunting process, career discovery process – your skills, interests, attributes and results). Résumé formats (chronological, combination, targeted, alternative, creative alternative, resumap), CV. Résumé writing rules. Coverings letters, references and business cards. Handling an interview.

Theme 5. Managerial correspondence. Strategies and planning.
The importance of planning. A problem-solving approach (considering the reason; assessing the receiver; choosing the sender; consider timing and channel; choose the proper tone and the right level of formality). Structure of a business letter. Letter’s contents and style. Types of letters (enquiries, replies, orders, complaints, credit, banking correspondence; transportation/shipping, miscellaneous correspondence). Useful expressions in business correspondence.

Theme 6. Cross-cultural communication in business, management and negotiations.


Theme 7. Managerial communication and conflict resolution.


Theme 8. Managerial communication in groups (Decision making).

The role of the group in problem solving. Advantages and disadvantages of the small group. Decision making in groups: reaching goals. Strategies: methods of decision making; personal styles: a decision making grid; questions for decision makers: facts, values and policies; a framework for decision making: reflective thinking; the search for better ideas: brainstorming. Large groups (companies) case studies: Johnson and Johnson, Inc.; Levi Strauss & Co.; Airbus Industrie and Boeing Co.

Theme 9. Managerial communication in public (Presentations).

Assessing the reason and the audience. Assessing the occasion and conditions. Considering the subject. Organizing the material and ideas in the process of designing a presentation. Developing your speech: supporting your ideas. Delivering your speech: presenting your ideas in different formats of presentations:
problem-solution speech; explaining visuals; definition speech; speech from your area of studies; summary speech; final speech from your major area of studies.

**Theme 10. Lifelong development of business communication skills.**

Учебно-методическая карта учебной дисциплины «Управленческие коммуникации» (Managerial Communication) для дневной формы получения высшего образования

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<thead>
<tr>
<th>№</th>
<th>Name of the topic</th>
<th>The number of classroom hours</th>
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<tr>
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<td>Lectures</td>
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<tr>
<td>1</td>
<td>Essentials of business communication.</td>
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<td>2</td>
<td>Verbal and nonverbal business communication.</td>
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<td>3</td>
<td>Business communication in action. Business Ethics. Steps to success.</td>
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<td>Business communication in the process of job application.</td>
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<td>Business correspondence. Strategies and planning.</td>
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<td>Cross-cultural communication in business, management and negotiations.</td>
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<td>Business communication and conflict resolution.</td>
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<td>Business communication in public (Presentations). Assessing the occasion and</td>
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REFERENCES

Main:


Additional:


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<th>Название учебной дисциплины, с которой требуется согласование</th>
<th>Название кафедры</th>
<th>Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине</th>
<th>Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)</th>
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### ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на _____/____ учебный год

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Учебная программа пересмотрена и одобрена на заседании кафедры

__________________________ (название кафедры)

(протокол № ____ от _______ 201 г.)

Заведующий кафедрой

__________________________________________
(ученая степень, ученое звание) (подпись) (И.О.Фамилия)

**УТВЕРЖДАЮ**
Декан факультета

__________________________________________
(ученая степень, ученое звание) (подпись) (И.О.Фамилия)