

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Petro Mohyla Black Sea National University

Faculty of Philology
Department of English Philology and Translation

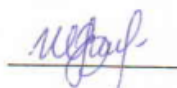
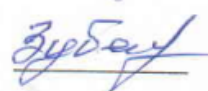
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Yurii KOTLIAR

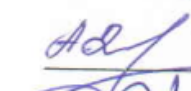
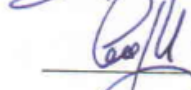
"30" September 2024

COURSE PROGRAM
Intercultural Business Communication

Field of knowledge 07 'Management and Administration'
Specialty 076 "Entrepreneurship and Trade"
Educational and Research Program "Entrepreneurship and Trade"
Level of Higher Education – Third (Educational and Research)
Degree: Doctor of Philosophy in Entrepreneurship, Trade, and Stock Market Activities

Program developer	Liudmyla SHERSTIUK
Head of the Department of English Philology and Translation	Tetiana ZUBENKO
Head of the Department of Economics and Entrepreneurship	Liudmyla YEVCHUK
Guarantor of the Educational Program	Liudmyla YEVCHUK
Dean of the Faculty of Economic Sciences	Svitlana BELINSKA
Head of the Postgraduate and Doctoral Studies Department	Alla UZHVA
Head of the Educational and Methodical Department	Sergii SHKIRCHAK


1. Description of the course

Indicator	Characteristics of the course
Title	Intercultural Business Communication
Field of knowledge	07 “Management and administration”
Specialty	076 “Entrepreneurship and Trade”
Specialization (if any)	none
Educational program	Entrepreneurship and Trade
Level of higher education	third (PhD)
Discipline status	elective
Year of study	2
Academic year	2024–2025
Semester number(s):	Full-time form
	3
Total number of ECTS credits/hours	3 ECTS / 90 hours
Course structure:	Full-time form
– lectures	10
– practice session	20
– hours of independent student work	60
Percentage of classroom load	33%
Language of teaching	English
Intermediate control form (if any)	none
Final control form	Credit

2. Purpose, tasks, and results of studying the course

The “Intercultural Business Communication” course aims to develop effective communication skills in the international business environment. Students will learn the basics of intercultural interaction, explore the impact of cultural differences on business communication, and master strategies for successful communication in a globalized world. The course combines theoretical aspects with practical assignments, case studies, and role-playing games to help students develop adaptability, tolerance, and effective business communication skills in an international context.

The course **aims** to help students pursuing a third-level higher education degree develop a systematic understanding of the fundamental principles and characteristics of intercultural business communication and its role in academic, scientific, and professional settings, as well as to develop their ability to interact effectively with representatives of different cultures in an international environment.

The course **objectives** are: to acquire basic concepts and terminology on the main topics and issues of intercultural business communication; to develop students’ skills of correct interpretation of communicative behavior in different English-speaking cultures and their native culture; to develop students’ skills in formulating the purpose, objectives, strategies and tactics of intercultural business communication; to familiarize students with modern requirements for a logical structure, composition, and format of business papers; to master the principles of maintaining an appropriate style of business communication.

Expected learning outcomes

As a result of studying the course “Entrepreneurship and Trade”, higher education students should

know: basic information about English as a means of intercultural business communication; features of the functioning of the language code in the situation of intercultural business communication; the main causes of misunderstanding and conflict in intercultural business communication and ways to prevent them; cultural differences in Anglo-American and Ukrainian business communication; general requirements for the logical and compositional construction of the main types of business papers; factors that influence the choice of style of business papers, written and oral business communication.

be able to: correctly interpret the business communication behaviour of representatives of English-speaking cultures, effectively solve problems of intercultural communication; participate in written and oral business communication, highlighting the intercultural aspect and build a rational system of its presentation; identify and correctly formulate the purpose, objectives, the strategy of intercultural business communication; prepare a presentation following the requirements of business communication.

Program learning competencies

Інтегральна компетентність

The ability to generate new ideas and solve complex problems in the fields of entrepreneurship and trade, thereby facilitating a profound rethinking of existing knowledge and the creation of new, integrated knowledge and/or professional practices; to develop innovative methodologies for scientific, pedagogical, and professional activities; and to conduct original research yielding results of scientific novelty and theoretical and practical significance.

General competencies (GC):

GC 02. Ability to work in an international context.

GC 04. Ability to interact with others.

Special (professional) competences (SC)

SC 04. The ability to present, discuss, and validate the results of research, development, and projects orally and/or in writing in Ukrainian and foreign languages.

Learning outcomes

LO 06. Make effective, ethical, and socially responsible decisions, and demonstrate leadership, autonomy, and interpersonal interaction in their implementation within professional practice.

LO 11. Freely present and discuss, in the national language and foreign languages, the results of research and scientific and/or applied issues in entrepreneurship and trade; publish them in leading international scientific journals; or apply them in practical activities.

Prerequisites for the course

For successful completion of the course, students must have the following prior knowledge and skills:

English (B2 level or higher) - language proficiency sufficient to understand academic texts, conduct business communication, and prepare written and oral presentations.

Fundamentals of business communication - basic knowledge of communication strategies, negotiation principles, and etiquette in a business environment.

Fundamentals of management and international business - understanding key concepts of corporate governance, organizational culture, and how international companies operate.

Critical thinking and analytical skills - the ability to analyze intercultural cases, evaluate communication strategies, and propose effective solutions.

Intercultural awareness - a basic understanding of the cultural characteristics that influence communication and interaction in an international environment.

Having this knowledge and skills will help students to successfully master the course material and apply it in practice.

3. The content of the course “Intercultural Business Communication”

	Topics	Lectures	Classes	Individual work
1	Introduction to Intercultural Communication	2	2	7
2	Intercultural Business Communication in the Globalized World	2		2
3	Intercultural Competence and Cultural Dimensions	2		2
4	Essence of Corporate Culture in International Companies	2		2
5	Business Etiquette around the World	2		2
6	Intercultural Challenges		2	5
7	Creating Memorable Presentations		2	5
8	Essentials of Teambuilding and Management. Negotiations.		2	5
9	Cross-cultural Differences in Negotiations and Cultural Peculiarities		2	5
10	Possibilities and Limitations of AI Tools		2	5
11	Intercultural Business Meetings. Team Spirit		2	5
12	Presenting to Intercultural Audiences		2	5
13	AI Tools for Intercultural Business Communication		2	5
14	Presentation of Intercultural Business Communication Projects		2	5
Total for the semester		10	20	60

3.1. Lectures

№	Topic/ Plan
1	Introduction to Intercultural Communication 1) Trends in the new world of work 2) Employability Skills of the 21st Century 3) Communication (purpose, forms, formal/ informal, vertical/ horizontal) 4) Principles of communication 5) Barriers to communication 6) 7 C's of communication
2	Intercultural Business Communication in the Globalized World 1) Culture 2) Cultural types 3) Successful business communication in intercultural environments 4) Creating and translating culturally sensitive messages 5) Advantages and challenges of workplace diversity 6) Tips for improving business communication across cultures
3	Effective Business Writing for International Audiences 1) Main principles of effective business communication 2) Editing and proofreading 3) Informative and positive business messages 4) Negative and persuasive business messages 5) Designing documents and presentations
4	Essentials of Teambuilding and Management 1) Teams and team players 2) Ethical responsibilities of team players 3) Types of workplace listening 4) Positive and professional workplace behavior
5	Principles of Effective Business Meetings 1) Types of meetings 2) Keys to meeting productivity 3) Running a meeting 4) Being an effective leader 5) Being an active and productive participant 6) Virtual meetings

3.2. Classes

№	Topic/ Plan
1	Essence of Corporate Culture in International Companies
2	Managing Intercultural Teams
3	Intercultural Competence and Cultural Dimensions
4	Positive, Negative, and Persuasive Business Messages
5	Constructing Gender Identity in Multicultural Workplaces
6	Intercultural Business Meetings
7	Meeting Agenda and the Minutes
8	Presenting to Intercultural Audiences
9	AI Tools for Intercultural Communication
10	Presentation of Intercultural Business Communication Projects

4. Methodical support

Learning tools:

- Electronic educational resources (electronic materials of the complex of educational and methodical support from the course, placed in the base of the educational and monitoring program Moodle on the website of the Petro Mohyla Black Sea National University)
- Technical teaching aids (laptop, etc.)

Material, technical and/or information support

- Projection multimedia equipment (projector, screen, laptop/computer);
- Internet access, Wi-Fi access point;
- OS: Windows;
- Software: MS Word, MS Excel, Zoom, Google Meet;
- Moodle 3.9 e-learning system

5. Final control**Task 1****Cultural Peculiarities of Negotiations**

Talk about cross-cultural differences in negotiations or cultural peculiarities of conducting negotiations

Task 2**AI Tools for Intercultural Communication**

Check whether the AI Tools match the tasks listed in the table below. If not, please explain why. Expand the table by adding 2-3 examples of AI tools for each task (where possible) and add three more examples of Tasks + AI Tools.

Task	AI Tool
Solve any problem	Chat GPT
Write texts	Jasper AI
Create presentations	Tome
Edit videos	Topview AI
Write emails	Addy AI
Create talking avatar	HeyGen
Generate art from texts	Midjourney
Generate voice	Elevenlabs
Take notes	Notion
Track time	Timely
Take notes in online meetings	Tldv
Generate videos	Vidu

Task 3

Present an AI tool that may be used for intercultural communication / time management / translation / proofreading / creating documents / creating presentations/ editing photos and/or videos, etc. In your presentation, you need to talk about the following aspects:

- main features of the AI tool (its potentials and limitations);
- target audience;
- intercultural peculiarities that should be considered when using the AI tool;
- why do you like it?

Grading

Task 1 (content and presentation) – 10 points

Task 2 (content and presentation) – 10 points

Task 3 (participation in the discussion (asking and answering questions during the presentations)) – 10 points

For a full, detailed answer to each question, a student receives 10 points:

10-9 points: a complete answer to the question with examples and explanations of these aspects;

8-7 points: deep mastery of the program material; complete answer to the question;

6-5 points: complete mastery of the program material and the ability to navigate new things; meaningful answers to the question;

4-3 points: partial, incomplete coverage of the content of the question; inaccurate answers; there is an understanding of the main provisions of the material.

2-1 points: for not mastering a significant part of the program material; ignorance of the theory of the main issues and terms.

The maximum number of points for credit is 30 points.

6. Assessment criteria and means of diagnosing learning outcomes

Diagnostics is carried out by preparing key concepts for the lecture, conducting oral surveys in practical classes, and preparing and defending project work.

№	Type of activity (task)	Maximum number of points
1	Completing worksheets for the lectures (5 lectures * 2 points)	10
2	Work during classes (10 classes*6 points)	60
3	Credit (project work)	30
	Total	100

During classes, homework, pair work, and oral answers are taken into account, in which argumentation, adequacy, coherence of statements, completeness of the topic, the level of improvisation in the formulation of statements, correctness and variety of language use, preservation of the structure, and use of new words on the topic studied are important.

The individual task considers the grammatical correctness, originality of the work, expression of thoughts, consistency, coherence, and defense of the work.

The main criteria for assessing work during classes:

1-2 points	A student uses simple, uncommon sentences based on a model, has difficulty solving the communicative task in situations on a given topic, and makes phonemic errors
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3 points	A student confidently starts, maintains, resumes, and ends a conversation following the speech situation. All sounds in the stream of speech are pronounced correctly
4 points	A student can express his/her ideas logically within the framework of the studied topics, convey the main content of what he/she has read, heard, or seen, maintain a conversation using extended sentences, and use lexical items and grammatical structures in the communicative task
5 points	A student can express his/her ideas without preparation and carry on a conversation on the studied topics, uses grammatical structures and lexical items following the communicative task, does not make phonemic errors
6 points	A student can express his/her ideas freely and carry on a conversation on the studied topics, using language and speech tools flexibly and effectively

Grading scale: national and ECTS

Total points for all types of educational activities	ECTS score	National scale score	
		for exam, course project (work), practice for credit	for test
90 – 100	A	excellent	passed
82-89	B	good	
75-81	C		
67-74	D	satisfactory	
60-66	E		
35-59	FX	unsatisfactory with the possibility of retaking	failed with the possibility of retaking
0-34	F	unsatisfactory with mandatory re-study of the discipline	failed with mandatory re-study of the discipline

7. Recommended literature

Basic reference:

1. Stodolinska, Y. V. Methodological Recommendations for the Course “Intercultural Business Communication and Translation of Business Documents” / Y. V. Stodolinska. – Mykolaiv: Petro Mohyla Black Sea National University Press, 2020. – 80 pp. – (Methodological Series; No. 295).
2. Abdullaevna, N. S. Lexical-semantic and cognitive specifics of political discourse (based on Si Jinping's speeches). ACADEMICIA: An International Multidisciplinary Research Journal, 2020. 70(5), 1086-1092p
3. Dominique Vouillemin. Business Cultural Training in a Globalized Economy – URL: [https://rudn.tlcjournal.org/issues/4\(1\)-03.html](https://rudn.tlcjournal.org/issues/4(1)-03.html) (accessed September 1, 2024)
4. Khalmurzaeva N. Analysis of the Study of the Phenomenon of “Intercultural Communication” // Yaponshunoslar Xalqaro Forumi Volume 2, Special Issue 22, – 2022. p.83-87
5. Kurbakova S. Cognitive Aspect of Intercultural Communication // Journal of Language & Education Volume 1, Issue 3, 2015 – p.52-62
6. Common European Framework of Reference for Languages: Learning, teaching, assessment – Companion volume. Council of Europe Publishing, Strasbourg, 2020. URL: <https://rm.coe.int/common-european-framework-of-reference-for-languages-learning-teaching/16809ea0d4> (date of access: 04.08.2024).

7. Mamadiyeva K. Intercultural Communication and Translation // International scientific and practical conference “Methodology of teaching foreign languages – innovations, traditions, problems, and their solutions” March 15, 2024. – URL: <https://zenodo.org/records/10820276> (accessed September 30, 2024)
8. Rabbimova Yu., Sayfiddinova L. Achievements and Prospects of Intercultural Communication // International scientific and practical conference “Methodology of teaching foreign languages – innovations, traditions, problems and their solutions” March 15, 2024. – URL: <https://zenodo.org/records/10820481> (accessed September 17, 2024)

Additional reference:

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6. D’Angelo, Matt. «International Business Etiquette Practices» Business.com, Business.com, 25 Feb. 2020, www.business.com/articles/so-international-business-etiquette-from-around-the-world/.
2. Dubicka, Iwonna. Business Partner B2+: Coursebook. Pearson Education, 2019.
3. Guffey, Mary Ellen, et al. Business Communication: Process & Product. Nelson, 2019.
4. Online Business Dictionary – Business Dictionary.com, www.businessdictionary.com/
5. «The Web’s Leading Resource for International Business Etiquette, Manners, & Culture» International Business Etiquette and Manners for Global Travelers – Understanding Cultural Diversity, Cross-Cultural Communication, and Intercultural Business Relationships for Success, <https://cyborlink.com/> (accessed September 7, 2024)
6. Sherstiuk, L.V. Bridging Cultural Gaps in Intercultural Communication. Mogylianski Readings – 2024: Experience and Trends in the Development of Society in Ukraine: Global, National, and Regional Aspects. Humanities: XXVII All-Ukrainian Scientific and Practical Conference (Nov. 6–10, 2024, Mykolaiv): Abstracts. Mykolaiv: Petro Mohyla Black Sea National University Press, 2024. pp. 174–177.