Business Communication

1.7. Structure and content of the course

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**Topic 1. Fundamentals of Communication**
*Workshops:* Feedback in business communication - functions, how to give feedback.

**Topic 2. Business communication tools**
*Lessons:* Verbal and nonverbal communications. Functions and types of verbal communications. Characteristics of Nonverbal Communication. Components of Nonverbal Communication

**Topic 3. Communicative impact**
*Workshops:* Social roles. Communicative roles’ diagnostics. Nonverbal components of presentation. Interpersonal skills.

**Topic 4. Oral communication**
*Lessons:* Types and structure of business presentation. Preparation and presentation of public speech.
*Workshops:* Nonverbal components of public speech. Psychology aspects during presentation: impressing the audience. Job interview as one of the types of oral communications.

**Topic 5. Written communications**
*Lessons:* Types and meaning of written communications.

Topic 6. Conflicts in business communications
Workshops: Strategies and tactics of conflict avoidance.

Topic 7. Business meetings and negotiations

Topic 8. Business negotiation organization

Part 2. Training sessions provision
2.1. Methodical provision
2.1.1. Methodical provision of auditorium
Multimedia equipment (presentations) and handout materials
2.1.2. Methodical provision of self-study

List of sample test questions and issues for self-study
1. Describe basic forms of communication and the process of communication.
2. Characteristics and components of verbal and nonverbal communication.
3. How to be a Better Listener? What Speakers can do to Ensure BetterListening?
4. What is the meaning of interpersonal skills in business communication? How to build positive relationships?
5. Effective strategy and tools for dealing with criticism and managing conflict
6. Organization of business meetings and negotiations. What is important for preparing and conducting the negotiations?
7. How to make written communications effective? (on the example of letter writing, resume, memo and report structure and content).
8. Planning and conducting the Interview. Make guidelines for the interviewer and the respondent. (on the example of job interview)
9. What is important for making a speech? Formulating a Purpose of a speech, methods of speaking, establishing contact with the audience.
10. Write a plan of negotiations with foreign colleagues. What is important for planning negotiations?
11. Tools and tactics of successful negotiations. Make a list of national peculiarities of foreign negotiators (on the example of European, eastern country etc.)

2.1.3. Methodology for current monitoring progress and interim assessment

Preliminary test questions
1. Definition of business communication, types of communication
2. Verbal and nonverbal communication functions and components
3. Types of oral communications
4. Types of written communication
5. Structure of a sample letter, memo, report, e-mail, resume
6. Communicative skills during interview (for interviewer and respondent)
7. Structure of efficient presentation, how to prepare and present
8. Tools to make an effective public speech
9. The meaning of interpersonal skills in business communication
10. Listening techniques and their role in business communication
11. Conflict avoidance techniques
12. Business meeting: structure and behavior techniques
13. Business negotiation strategies and tactics
14. National business styles and communicative peculiarities

2.1.4 Educational materials for monitoring progress and interim assessment

**Methodology of a written test**

1. Test questions: open and multiple choice questions
2. Duration: 60 minutes
3. Each student gets one variant of test paper
4. Results of seminars are turned into points and added to the final result of a test