MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Ural State University of Economics

Approved	Approved
at the meeting of the department	The Council on Educational and Methodological Issues and the Quality of Education
14.12.2021	15 December 2021
protocol № 4	protocol № 4
Department Head Kapustina L.M.	Chairman _____ Karkh D.A.
	(signature)

MODULE PROGRAMME

Module title	Business communications
Field of study	38.04.02 MANAGEMENT
Profile	International Business (in English)
Mode of study	Full time
Enrollment year	2022

Developed by:
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Yekaterinburg
2022

CONTENT

INTRODUCTION

The work program of the discipline is part of the main professional educational program of higher education (hereinafter referred to as the MAJOR) - the master's degree program developed in accordance with the Federal State Educational Standard of Higher Education.

FSES of HE	Federal State Educational Standard of Higher Education - Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of the Russian Federation No. 952 dated 12.08.2020)
PS	

1. THE PURPOSE OF THE DISCIPLINE

      - consideration of the strategy for the formation of personal effectiveness in terms of teamwork and goal achievement;
      - practical development of communicative technologies of professional interaction;
- formation of the concept of a system of intercultural interaction taking into account the diversity of cultures

2. THE PLACE OF THE DISCIPLINE IN THE STRUCTURE OF THE MAIN EDUCATIONAL PROGRAM

The discipline belongs to the variable part of the curriculum.

3. THE SCOPE OF THE DISCIPLINE

Intermediate control,	Classes				Credits
	Total per semester	Academics		Self-training, including tests and research papers	
		Total	Classes, including course design		
Semester 1					
Credit	72	16	16	56	2

4. LEARNING OUTCOMES

Mastering the MAJOR leads to developing the competencies corresponding to the Federal State Educational Standard of Higher Education.

The code and the name of the competence	Indicators of acquiring competences
UC-3 The graduate is able to organize and manage the work of the team, developing a team strategy to achieve the goal	ID-3.UC-3 The graduate has practical experience in organizing and managing team interaction in solving set goals; experience in overcoming emerging problems.
	ID-2.UC-3 The graduate is able to: organize and adjust the work of the team, on the basis of collegial decisions included.
	ID-1.UC-3 The graduate knows teamwork strategies; ways and methods of selecting team members to achieve the goal
UC-4 The graduate is able to applymodern communication technologies, including the ones in a foreign language(s), for academic and professional interaction	ID-3.UC-4 The graduate has practical experience in presenting the results of research and project activities at various public events; participates in academic and professional discussions in a foreign language
	ID-2.UC-4 The graduate is able to establish contacts and organize communication in accordance with the needs of joint activities; compile business documentation in accordance with the norms of the Russian language.
	ID-1.UC-4 The graduate knows modern communication technologies; principles of drawing up standard business documentation for academic and professional purposes in Russian and foreign languages
UC-5 The graduate is able to to analyze and take into account the diversity of cultures in the process of intercultural interaction	ID-3.UC-5 The graduate has practical experience in organizing interaction in a professional environment taking into account national and ethno-cultural characteristics; skills of intercultural interaction taking into account the diversity of cultures
	ID-2.UC-5 The graduate is able to: present professional information in the process of intercultural interaction; analyze the features of social interaction taking into account national, ethno-cultural characteristics
	ID-1.UC-5 The graduate knows: the basics of social interaction aimed at solving professional tasks; mechanisms of intercultural interaction in society

5. LIST OF LECTURE TOPICS

No.	Classes						
	Topic	Total	Academics			Self-training	Control of self-training
			Lectures	Laboratory work	Practical work		
	Semester 1	25					
Topic 1.	Teamwork strategies, goal setting	25			5	20	
	Semester 1	25					
Topic 2.	Modern communicative technologies of professional interaction.	25			7	18	
	Semester 1	22					
Topic 3.	Fundamentals of intercultural interaction.	22			4	18	

6. ASSESSMENT METHODS AND ASSESSMENT SCALES

Chapter/Topic	Type of evaluation tool	Description of evaluation tool	Evaluation criteria
Current Control (Appendix 4)			
Test 1. Personal Effectiveness	Test Appendix 4	The test includes 12 items	10
Test 2. Effectiveness of the manager	Test Appendix 4	The test includes 17 items	10
Test 3. Stress. Types of stress. Self-regulation of stress. .	Test Appendix 4	The test includes 10 items	10
Test 4. Business communication	Test Appendix 4	The test includes 8 items	10
Test 5. Business etiquette	Test Appendix 4	The test includes 10 items	10

Test 6. Conflicts in business communication	Test Appendix 4	The test includes 12 items	10
Test 7. Intercultural interaction	Test Appendix 4	The test includes 10 items	10

Interim control (Appendix 5)			
Semester 2 (credit)	Test Apendix 5	The test includes 35 items on the course	100

DESCRIPTION OF THE ASSESSMENT SCALE

The indicator of the assessment of mastering the MAJOR is formed on the basis of combining the current and intermediate certification of the student.

The rating indicator for each discipline is expressed as a percentage, which shows the level of preparation of the student.

Current certification. A 100-point grading system is used. The evaluation of the student's work during the semester is carried out by the teacher in accordance with the system of evaluation of academic achievements developed by him in the process of studying.

In the work programs of disciplines and practices, the types of current certification, the planned results of tests and criteria for evaluating academic achievements are fixed.

During the semester, the teacher conducts at least 3 tests to assess the student's activities. If attendance of classes in a discipline is included in the rating, then this indicator is no more than 20% of the maximum score in the discipline.

Intermediate certification. A 5-point grading system is used. The evaluation of the student's work at the end of the discipline (part of the discipline) is carried out by the teacher in accordance with the system developed by him for evaluating the student's achievements in the process of studying this discipline. Intermediate certification is also carried out at the end of the formation of competences.

The procedure for transferring the rating provided for by the assessment system, on the discipline, to a five-point system.

High level - 100% - 70% - excellent, good.

The average level is 69% - 50% - satisfactory.

Evaluation indicator	According to the 5-point system	Characteristic of the indicator

100% - 85%	excellent	Students have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	good	They have full theoretical knowledge, understand, independently know how to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. There may be shortcomings corrected by the student independently in the process of work (answer, etc.)
69% - 50%	satisfactory	They have general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at an average level. There may be mistakes that the student finds it difficult to correct on their own.
49 % и менее	unsatisfactory	They have an incomplete amount of general theoretical knowledge, do not know how to independently apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities to solve professional problems have not been formed.
100% - 50%	credit (pass)	The characteristics of the indicator corresponds to "excellent", "good", "satisfactory"
49 % и менее	fail (non-pass)	The characteristics of the indicator corresponds to " "unsatisfactory"

7. CONTENT OF THE DISCIPLINE

7.2 Content of classes and laboratory work

Topic 1. Teamwork strategies, goal setting
Personal effectiveness of the manager. Setting goals. Time management. Teamwork strategies.

Topic 2. Modern communicative technologies of professional interaction.
Business communications. Business etiquette.

Topic 3. Fundamentals of intercultural interaction.
National culture in business communication. Typical causes of communication disorders in intercultural communication.

7.3. Content of self-study training

Topic 1. Teamwork strategies, goal setting
Stress. Types of stress. Self-regulation of stress. Professional burnout. Personal branding.
Topic 2. Modern communicative technologies of professional interaction.
Emotional intelligence. Conflicts in the organization. Types and mediation of conflicts.
Topic 3. Fundamentals of intercultural interaction.
Nonverbal communication. Meirabyan's model. Gestures. Speech. Sight. Gifts. Greetings. Distance.

7.3.1. Sample questions for self-preparation for the test / exam
Appendix 1

7.3.2. Practical tasks in the discipline for independent preparation for the test / exam
Appendix 2

7.3.3. List of term papers
Not provided

.4. Student's electronic portfolio
Materials are not placed

7.5. Methodological recommendations for the implementation of the control work
Not provided

7.6 Methodological recommendations for the implementation of the course work

Not provided

8. ORGANIZING EDUCATIONAL
PROCESS FOR THE DISABLED

According to the student's application
In order to make the program accessible to people with disabilities, if necessary, the department provides the following conditions:
- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;

- study of the discipline according to an individual curriculum (regardless of the form of study);

- e-learning and distance learning technologies that provide receiving and transmitting information in the forms available to them;

- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the work program

9. KEY AND ADDITIONAL LITERATURE

USUE Library Website

http://lib.usue.ru/.

Key literature:

1. Дзялошинский И. М., Пильгун М. А. Деловые коммуникации. Теория и практика [Электронный ресурс]:Учебник для бакалавров. - Москва: Юрайт, 2022. - 433 – Access: https://urait.ru/bcode/497799

2. Коноваленко М. Ю. Деловые коммуникации [Электронный ресурс]:Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 466 – Access: https://urait.ru/bcode/488946

3. Таратухина Ю. В., Авдеева З. К. Деловые и межкультурные коммуникации [Электронный ресурс]:Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 324 – Access: https://urait.ru/bcode/489264

Additional literature:

1. Спинова Е. А. Бизнес-диалог/Business dialogue and negotiation phrases [Электронныйресурс]:Reference book. - Москва: Издательство "Магистр", 2019. - 72 – Режимдоступа: https://znanium.com/catalog/product/1010756

2. Еговцева Л. Н., Крашенинникова К. Н. Коммуникативные технологии [Электронный ресурс]:учебное пособие. - Екатеринбург: [Издательство УрГЭУ], 2014. - 109 – Access: http://lib.usue.ru/resource/limit/ump/14/p482039.pdf

10. INFORMATION TECHNOLOGIES, INCLUDING LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES

Astra Linux Common Edition Contract No. 1 dated June 13, 2018, act dated December 17, 2018. The license is valid for an unlimited period of time

My Office Standard. Agreement No. SK-281 dated June 7, 2017. The date of conclusion is 07.06.2017. The license is valid for an unlimited period.

Microsoft Windows 10 .Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020. The license is valid till 30.09.2023.

Microsoft Office 2016.Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020. The license is valid till 30.09.2023.

Information reference systems, internet resources

Garant, legal reference system. Contract No. 58419 dated December 22, 2015. The license is valid for an unlimited period

Consultant +., legal reference system Contract No. 163/223-U/2020 dated 12/14/2020. The license is valid until 31.12.2021

11. MATERIAL AND TECHNICAL BASE

The implementation of the discipline is carried out using the material and technical base of USUE, which ensures all types of training sessions and research and independent work of students.

Special rooms are classrooms for all types of classes, group and individual consultations, ongoing monitoring and intermediate certification.

The premises for independent work of students are equipped with computers connected to the Internet and provide access to the electronic information and educational environment of USUE.

All rooms have specialized furniture and multimedia equipment, special equipment (information and telecommunications, other computer), access to information retrieval, legal reference systems, electronic library systems, databases of current legislation, other information resources serving to present educational information to a large audience.

For conducting lecture-type classes, presentations and other educational and visual aids that provide thematic illustrations.